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DESIGN GUIDELINES

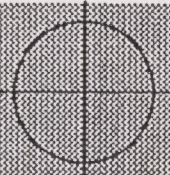
FOR THE
MID-WASHINGTON BOULEVARD
REVITALIZATION PROGRAM

CULVER CITY
REDEVELOPMENT AGENCY



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DESIGN GUIDELINES

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GUIDELINES

PREFACE

This guidelines booklet is a result of a joint effort between the Culver City Redevelopment Agency, Siteworks Architecture, and a select group of students from the School of Architecture at The California State Polytechnic University at Pomona. The team of students worked under the direction of Siteworks Architecture through an intensive three-month process, during the summer quarter of 1996. The production of these Guidelines included extensive field analysis of the unique two-block stretch of the Target Area, research into similar programs offered by other local municipalities, measured drawings of the existing buildings, designs of proposed redevelopment, and the presentation drawings and model which illustrate these Guidelines. This model is available for public viewing in the Culver City Redevelopment Agency offices.

ACKNOWLEDGEMENTS

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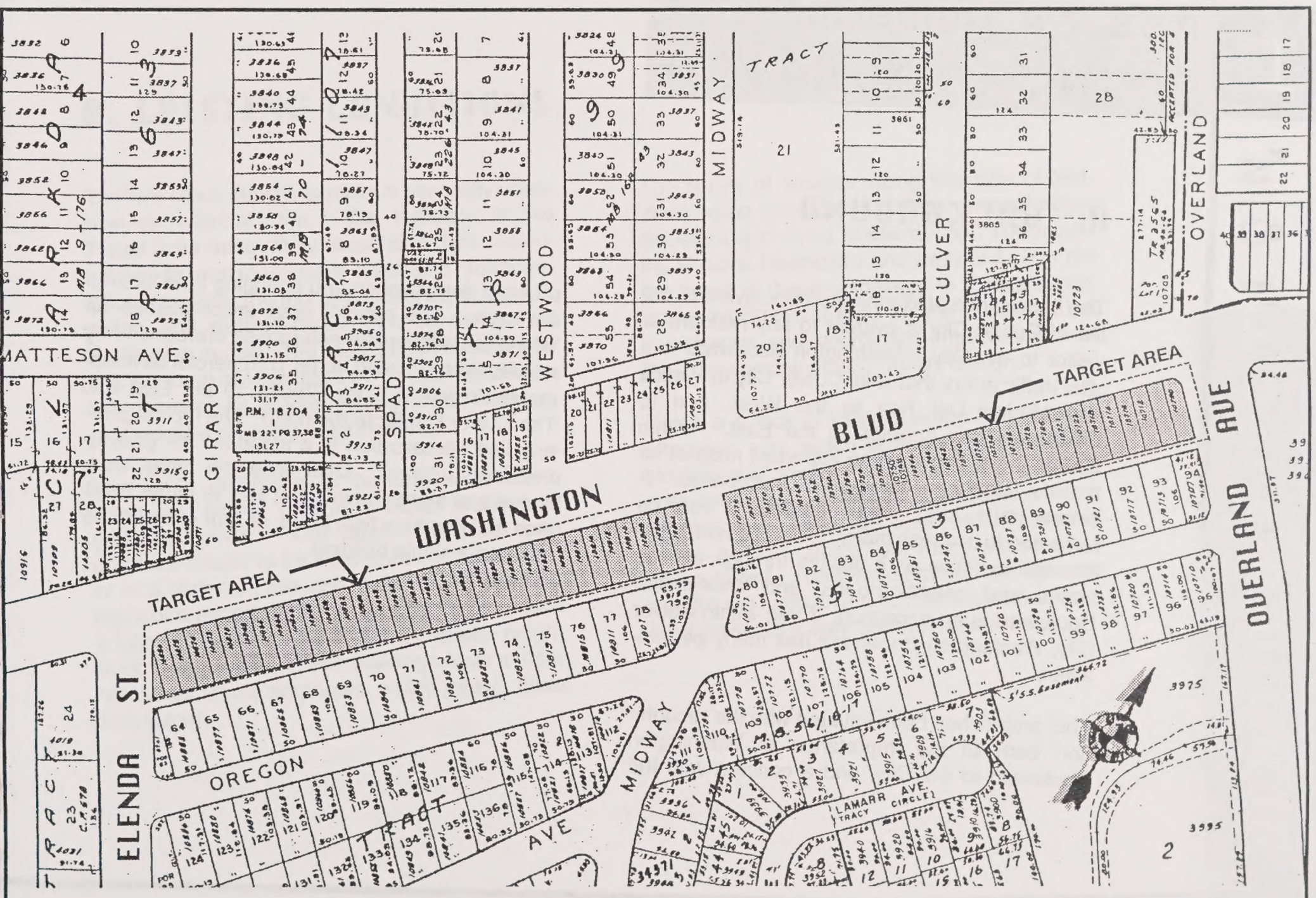
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FORWARD

The Mid-Washington Boulevard Revitalization Program for the Redevelopment Project Area No. 3 sets forth a comprehensive set of revitalization guidelines for the street frontage along the south side of Washington Boulevard between Overland Avenue and Elenda Street, facing northwest, which shall be referred to as the 'Target Area' (see map on next page).





DESIGN GUIDELINES

INTRODUCTION

A. BACKGROUND

The importance of Washington Boulevard to the life of Culver City is evident to any resident or visitor to the City. Washington Boulevard is a vital traffic artery that links Culver City to Venice and Marina Del Rey to the West, and to Downtown Los Angeles to the East. Within Culver City it becomes an important magnet for a wide variety of commercial enterprises. A twenty mile long urban boulevard can be expected to possess many different characteristics and qualities as it passes through various zones and neighborhoods, and Washington Boulevard is no exception. Even within Culver City, Washington Boulevard has many personalities.

This project has been initiated with the recognition both of the importance of Washington Boulevard to the City, and a concern with the

physical deterioration and changing land uses of the area. The subject area encompasses an 'island' of commercial enterprises surrounded by residential areas and larger commercial developments, including Sony Studios to the East and The Culver Center to the north. The typical property line demarcation is a standard 25' (twenty-five foot) interval. Over time the small scale shops and stores have given way to larger buildings that combine two, three, or four standard 25' lots into a single building.

B. EXISTING CONDITIONS

The two block stretch exhibits a generally cohesive commercial strip. The buildings in the Target Area adequately respond to their individual needs, and many have admirable characteristics, however, the mix of building sizes, scales, styles, and state of repair combine to form an incohesive image. The state of this streetscape has led to an environment that is not realizing its full potential as a vital, economically thriving, and visually pleasing neighborhood.

The great difference of building sizes along these two blocks creates a visual problem of size and scale. The larger buildings, with graphics meant to be read from the automobile or at a distance, are not scaled to the environment of a pedestrian friendly area. This causes a kind of 'dwarfing' effect of their smaller neighbors to each side. These buildings have a more horizontal visual emphasis, which makes them look larger.

The series of facades along this side of Mid-Washington also offer a diverse array of different types and styles of alterations. The resulting effect is haphazard and awkward. It is not the intent of these guidelines to dictate a particular architectural style for the buildings, but to enhance and coordinate improvements in the area consistent with quality design.

There is a lack of basic shading from the hot afternoon sun, which discourages pedestrian strolling and window shopping. The sidewalk area itself is an undefined area approximately ten feet wide. There are some valiant personal efforts at landscaping, but many planters are underutilized. The existing lampposts light the way for the night driver, but the pedestrian area itself presents a dark and uninviting walk.

C. PROJECT GOALS

There is great potential to improve the appearance of the area without major demolition and rebuilding. By following these Guidelines, it will be possible to:

- a) facilitate the use of the existing building facades as 'templates' for restoration;
- b) demonstrate how the existing facades can be rejuvenated through cost effective means;
- c) promote the improvement of the visual appearance of the Target Area as an important artery leading into the heart of Culver City; and
- d) advocate positive change through quality architecture that will serve as a catalyst to a renewed economic vitality for the area.

It is hoped that any new construction undertaken in the Target Area would also comply with these Design Guidelines, with the goal that eventually the entire streetscape would form a cohesive and vibrant economic zone, promoting 'incremental' change in the area by encouraging both minor restoration and major renovation.

D. REVIEW PROCESS

The following steps should be followed for projects involving new construction or rehabilitation within the Program area:

1. In the conceptual phase of planning a project, early discussions are encouraged with the Redevelopment Agency and Planning Division staff to review the scope of the project and to better understand the goals, requirements and role of the Agency.
2. Once preliminary plans are prepared, they should be submitted to the Redevelopment Agency staff for review. The project will be reviewed with regard to the applicable development regulations and standards of the City's Zoning Ordinance and other applicable development policies including the Design Standards contained herein.
3. After receiving approval from the Redevelopment Agency staff, the applicant may file for a building permit.

E. GUIDE TO THE GUIDELINES

There are three **main sections** to the Mid-Washington Revitalization Program Guidelines:

1. **Design Objectives**; This section describes the architectural objectives for the visual rejuvenation of the Target Area, by illustrating the general aesthetic goals that are specifically addressed by the Design Standards.
2. **Design Standards**; This section singles out specific architectural components which contribute to the realization of the Design Objectives.
3. **Appendix**; This section illustrates existing and potential designs for the Target Area.

Appendix A - Design Concepts; This appendix graphically demonstrates how the Design Standards might be applied to specific buildings within the Target Area.

Appendix B - Improvement Cost Guide; This appendix identifies the costs that might be expected in a facade restoration by using four examples of existing buildings.

As remodeling, rehabilitation of existing buildings, or a new construction occurs, the Design Standards and Concepts may be applied, where appropriate, to encourage quality development.

OBJECTIVES

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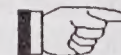
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INTRODUCTION

Applicants contemplating facade restoration within the Target Area are encouraged to interpret these broad Design Objectives in innovative ways. While it is one of the goals of these Guidelines to promote visual harmony in the Target Area, it is not to be at the expense of individual creativity. Property owners are encouraged to seek the help of a professional architect or designer who can advise them of how to best take advantage of this revitalization effort.

To illustrate the Revitalization Program's Design Objectives, the following terms will be described in these sections:

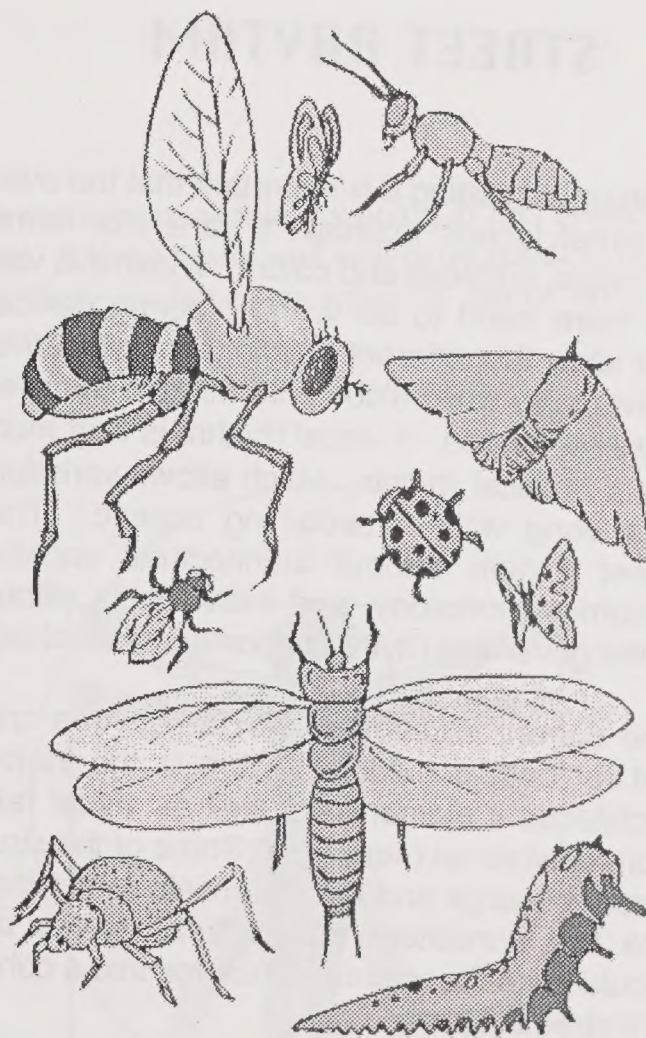
- A. Unified Image
- B. Street Rhythm
- C. Scale
- D. Horizontal and Vertical Harmony
- E. Pedestrian Friendly Environment



A. UNIFIED IMAGE

A new image for the Target Area can be constructed by assembling a number of unifying elements. It is not the intention of these guidelines to impose any specific 'style' or 'theme' of architecture onto the streetscape. The Guidelines strive to encourage a diversity of architectural facelifts that will comfortably 'go together' by a consistent attention to quality. In the same way that different kinds of fish or insects are of the same group, the redeveloped facades in the Target Area may be diverse yet share a unified image.

A fundamental objective of these Guidelines is to create a visually pleasing and stimulating environment that will draw shoppers out of their cars and into the Target Area. The promise of a unified image for the Target Area can best be fulfilled if a majority of property owners in the Target Area participate in the revitalization program. By working together, a coherent image of the area can be promoted that will be recognizable, inviting, and memorable.



DIVERSITY WITHIN A COMMON 'GROUP'

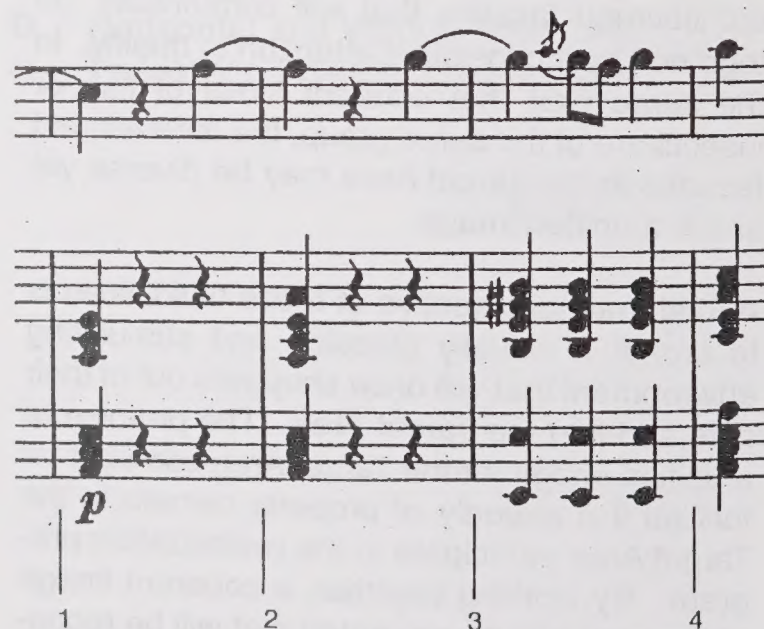
B. STREET RHYTHM

In an urban setting it is important that the overall street facade maintain a variety of forms, materials, surfaces and colors. Within this variety there need to be visual ordering devices that allow the different buildings to assert their individuality while also conforming to the overall street facade. A visual rhythm is very much like a musical rhythm, which allows variations in a song without becoming chaotic. Thus street rhythm without architectural variation becomes monotony, and individuality without some governing rhythm becomes visual chaos.

The current situation in the Target Area cries out for both a guiding rhythm to the various architectural elements as well as visual relief from occasional monotony. Some of the structures are large and undifferentiated, and there are few consistent architectural moves that would unite the various structures into a coherent streetscape.

By acknowledging existing patterns and rhythms already inherent in the streetscape,

this problem could be greatly alleviated. The existing property line demarcation of 25' lots is a standard dimension that could be established as a natural rhythm enhanced with architectural features.



MUSICAL RHYTHM

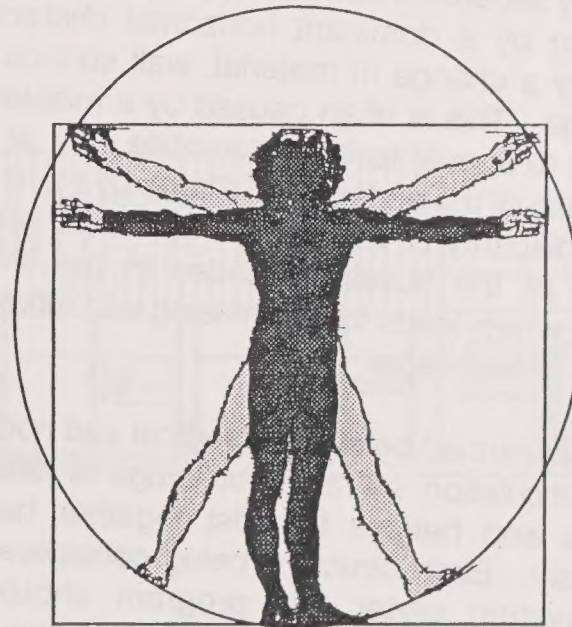
C. SCALE

Scale refers to the apparent size of one thing in relationship to another - typically the human figure. It is important to note that scale is different from size. A large building can be made to appear smaller by careful attention to details and materials. Conversely, small buildings can often be made to look larger through a similar manipulation of scale.

When a stated objective is to achieve an environment that is suitably scaled to the pedestrian, it means that the built surroundings are delineated sufficiently in detail so that the pedestrian will feel welcome and comfortable. A large structure that primarily attempts to attract the attention of the automobile on the street or highway will be experienced differently by the shopper adjacent to the building. There is no reason why a building cannot appeal to both; it is a matter of scale.

If there are visual elements of interest to the pedestrian, such as planters, lighting, or even an attractive window display, the pedestrian will

feel more comfortable shopping in this environment. A large blank wall or a large building sign are likely to have an adverse effect on the pedestrian.



SCALE AND THE HUMAN FIGURE

D. HORIZONTAL AND VERTICAL HARMONY

In the same way that rhythm is important to the urban streetscape, a balance of horizontal and vertical elements is also critical to achieve visual coherence. A long horizontal building, for example, will appear out of place adjacent to a small vertically styled building. In other cases, the lower portion of the structure may appear visually separated from the upper portion of the building by a dominant horizontal characterized by a change in material, wall surface, or signage. This is often caused by a misplaced desire to appeal to the automobile only, at the expense of the pedestrian. Currently there is a wide disparity of vertical and horizontal articulation of the building facades in the Target Area, which leads to a confusing and inharmonious streetscape.

A well planned balance of vertical and horizontal articulation will allow buildings of differing sizes and heights to exist together harmoniously. Each structure being considered for renovation under this program should be designed in relation to the structures on each

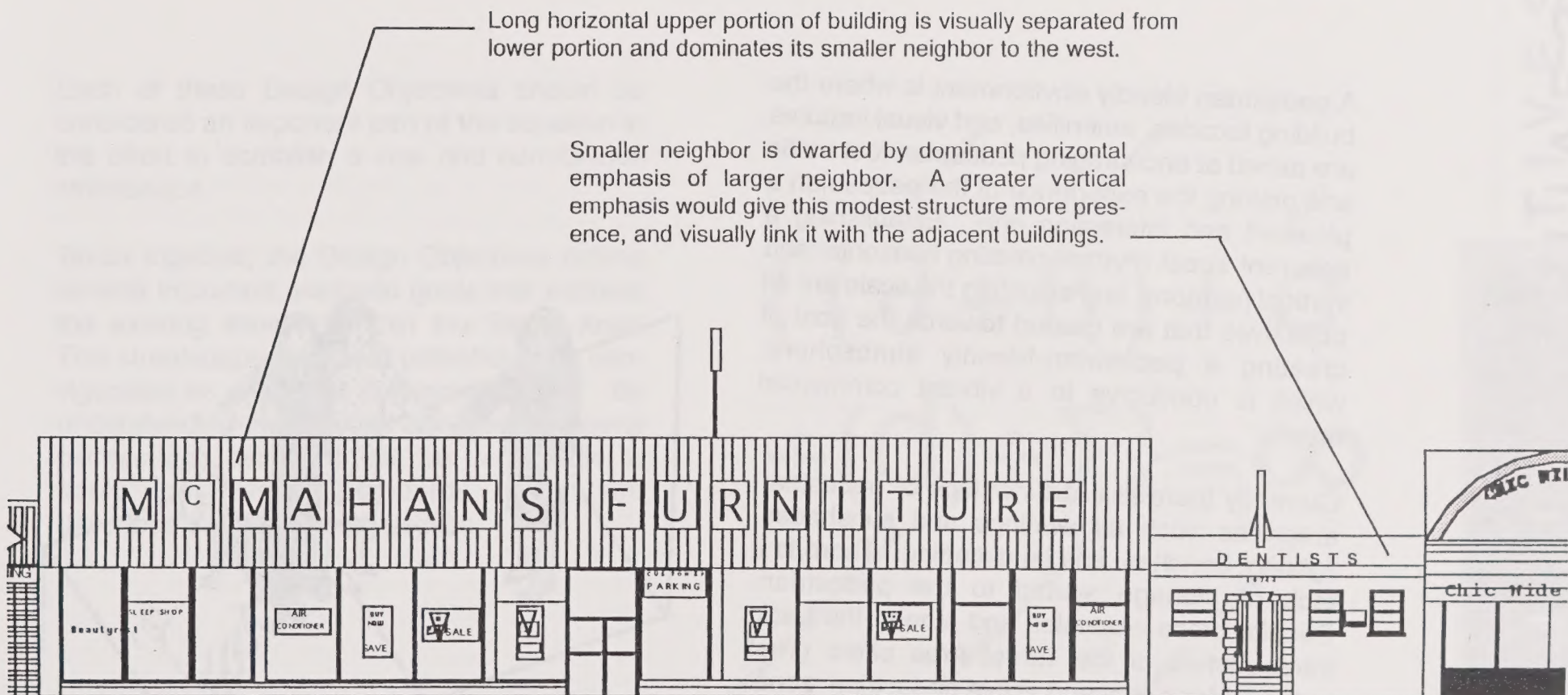
side of it. By simply acknowledging a neighbor's dominant architectural horizontal, for instance, a renovated structure can be more visually integrated into the overall street facade. Similarly, a series of vertical elements can act as visual relief on a facade with a horizontal emphasis. This balance of horizontals and verticals also helps to break down the apparent size of the buildings, and unite them in a scale that is suited to a pedestrian atmosphere.

Examples of Horizontal Elements:

- awnings
- soffits
- cornices

Examples of Vertical Elements:

- structural piers
- ornamental fins
- columns

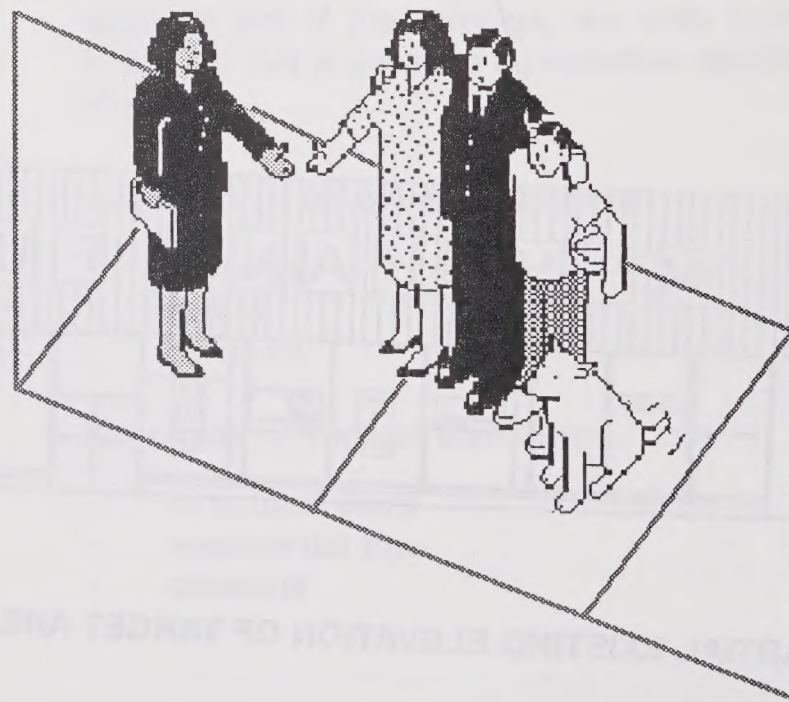


PARTIAL EXISTING ELEVATION OF TARGET AREA

E. PEDESTRIAN FRIENDLY ENVIRONMENT

A pedestrian friendly environment is where the building facades, amenities, and visual features are aimed at encouraging pedestrian foot traffic and making the experience of the pedestrian a pleasant and interesting one. Establishing a coherent street rhythm, creating horizontal and vertical harmony, and adjusting the scale are all objectives that are geared towards the goal of creating a pedestrian-friendly atmosphere, which is conducive to a vibrant commercial area.

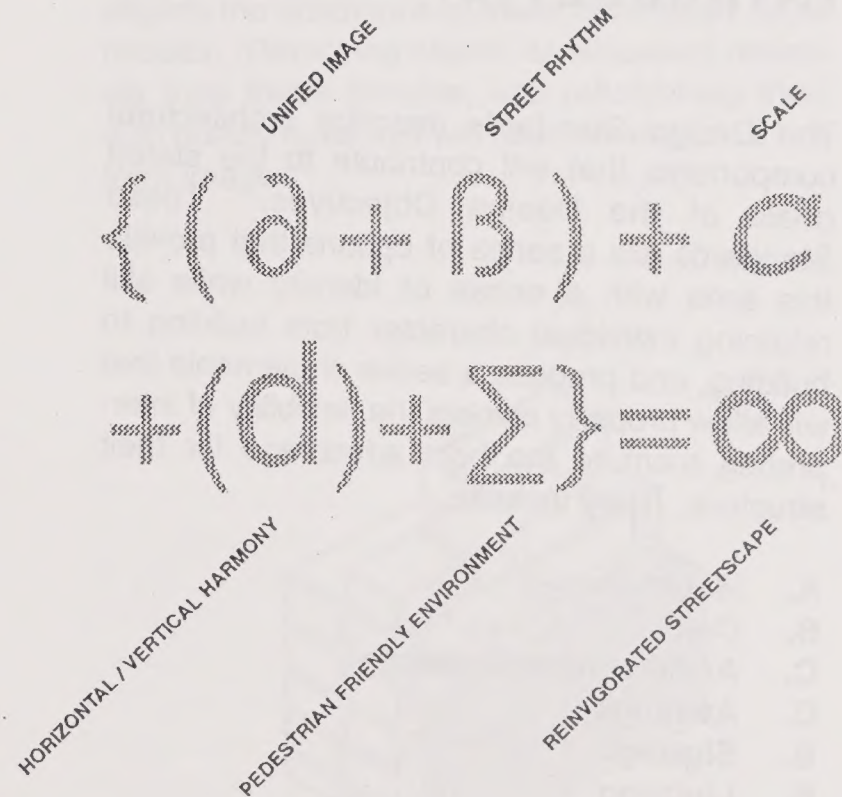
Currently there is a distinct lack of pedestrian amenities such as awnings and sunshades, lighting, benches, and landscaping. There is a lack of signage scaled to the pedestrian. Despite these examples and others, the basic infrastructure of the Target Area offers great potential for a vital and active pedestrian zone.



CONCLUSION

Each of these Design Objectives should be considered an important part of the equation in the effort to establish a vital and harmonious streetscape.

Taken together, the Design Objectives outline several important aesthetic goals that address the existing situation within the Target Area. This streetscape has great potential to be reinvigorated as a vibrant commercial area. By understanding these broad objectives, property owners and designers will be better able to apply the Design Standards, which are described in the following section.





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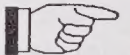
S

INTRODUCTION

The Design Standards describe architectural components that will contribute to the stated goals of the Design Objectives. These Standards are a series of options that provide this area with a sense of identity while still retaining individual character from building to building, and propose a series of elements that will allow property owners the flexibility of interpreting them to the best advantage for their structure. They include:

- A. Materials
- B. Color
- C. Architectural Elements
- D. Awnings
- E. Signage
- F. Lighting
- G. Sidewalk Amenities

Each element is explained in sections that offer illustrations of how these principles are employed. All of the design elements allow the existing building facades to serve as 'templates' for renovation.

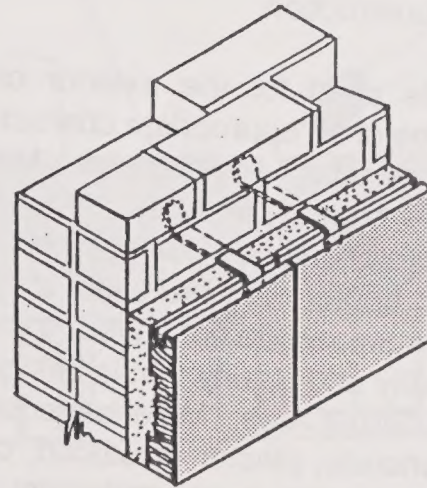


A. MATERIALS

Currently, many of the facades within the Target Area exhibit materials or exterior treatments that portray an outmoded image. The problem is that these materials are used indiscriminately in ways never intended. A material should convey integrity in its usage. Stone should not be applied like stucco in thin horizontal strips, nor metal siding on a false mansard roof.

The desired image of the Mid-Washington streetscape is one of quality and durability. Materials or surface treatments that project an image of a passing trend or simple expedience are discouraged in favor of materials that project longevity and permanence. Quality design is not merely a product of the amount spent on materials, however. A carefully detailed building that uses simple materials will convey quality and integrity more readily than a sloppily designed building that employs expensive materials. Many of the businesses in the Target Area have been serving the community for many years. The facade of a business is representative of its character. It is therefore important that the store-

fronts be refurbished in a manner that best depicts the substance of these community businesses. Removing 'dated' or simulated materials from these facades, and refurbishing them with quality materials will help to establish a uniform image.



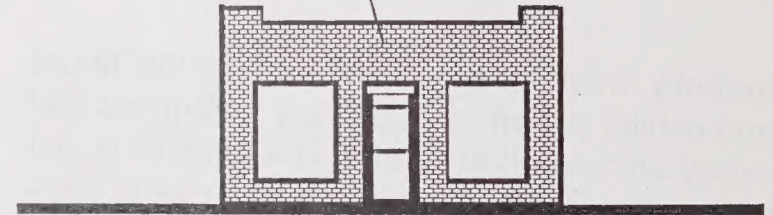
MATERIALS AND CONSTRUCTION

MATERIALS CONT'D...

A good designer is often able to use conventional or standard materials in creative ways. The historically recognized structure on the block at 10722 Washington Boulevard is an excellent example of this principle. This modest structure, constructed in 1923, is one of the first buildings which use manufactured concrete stone. The building has retained the integrity of its design over the years through various renovation attempts, largely due to the craft and quality of its original manufactured stone construction.

Materials used for the exterior of a building should be of an appropriate character for a contemporary urban environment. Materials such as cedar shakes, textured plywood, simulated or rustic stone veneer, rustic wood, and plastics are not appropriate materials for this project. These materials do not have the characteristics of stability and quality that is being encouraged for the Target Area. Materials such as ceramic tile, concrete, plaster or stucco, cut stone are appropriate for base materials; while steel, quality perforated metals, and glass block are suitable for architectural facade elements.

MANUFACTURED
CONCRETE STONE



HISTORIC STRUCTURE AT 10722 WASHINGTON BLVD.

RUSTIC STONE VENEER

PLASTIC SIGNS

SHINGLE MANSARD



INAPPROPRIATE USE OF MATERIALS

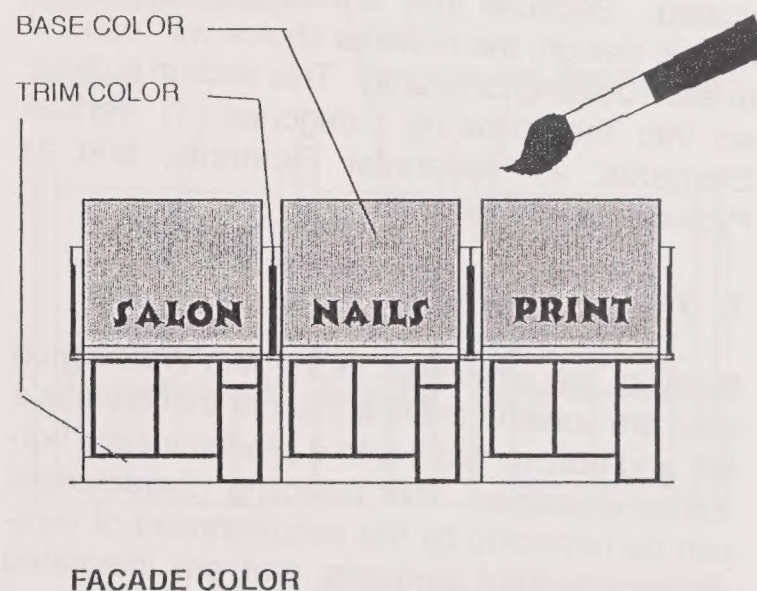
B. COLOR

An appropriate color palate will create visual interest and establish a friendly and inviting atmosphere. The careful application of color can be one of the least expensive and most effective ways of reinvigorating a tired facade.

Colors should visually relate building elements to each other, and also individual facades to the overall streetscape. Typically, three main colors are the maximum necessary on any given facade. This includes any 'natural' colors of the materials themselves. When the base color (the main surface of the facade) is a natural material, the major trim color should relate to the natural color. When the base wall surface is painted, the trim color should complement this base color.

In general, larger expanses of the base color should be more subtle, with colors such as light neutral shades, warm off-whites, or muted primary colors. This will allow the basic form of the architecture to serve as a backdrop for other important features and details. Large areas of intense or saturated hues of color should be

avoided. Minor trim or detail colors should strengthen the color scheme already established by the base and major trim colors. Bright, saturated, colors are encouraged in these trim and detail areas as a visual complement to the larger areas of the neutral base colors. Neon or day-glo colors, however, are considered inappropriate.



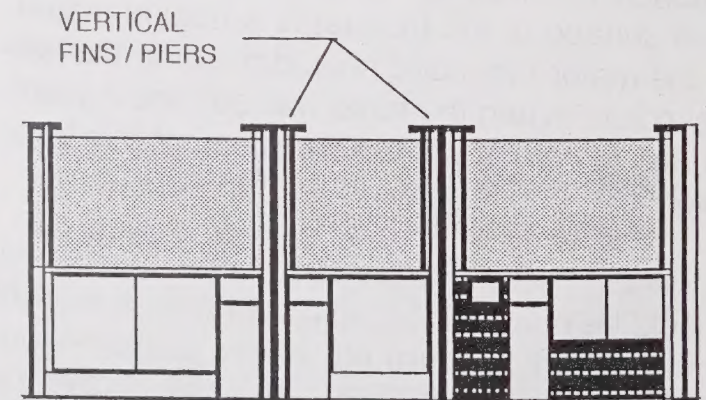
C. ARCHITECTURAL ELEMENTS

This section addresses those architectural elements that provide three dimensional articulation to the facades. The careful design of these elements will contribute to Horizontal and Vertical Harmony in the streetscape, establish a Street Rhythm and tie the various facades into a Unified Image. Depending upon how this design element is interpreted, there is a wide range of materials from which they may be fabricated. Because they are integrated into the facade design, the material choice will respond to each building differently. This section is divided into the following categories; 1) Vertical Elements, 2) Horizontal Elements, and 3) Projections and Reveals.

1. Vertical Elements:

Many of the structures in the Mid-Washington area are constructed in a manner that creates a top and bottom 'half', with a predominately horizontal character. This 'bisecting' characteristic can be remedied by the establishment of vertical architectural elements that are integrated into an existing facade.

Vertical elements, such as fins or structural piers, may provide a distinct character to each individual building and create a Street Rhythm that will unify large and small structures into a coherent streetscape. Vertical elements may be used to break up a single large storefront into 25 foot sections (to match the typical



ARCHITECTURAL ELEMENTS

ELEMENTS CONT'D...

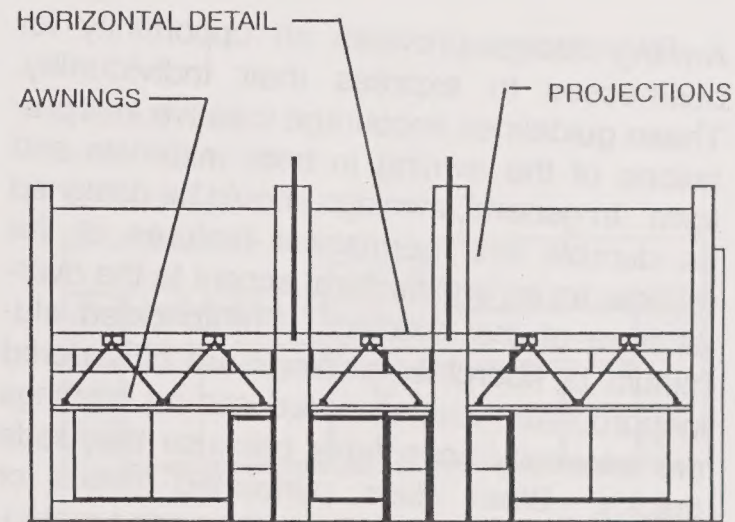
rhythm of the property lines), or into sections determined by the existing structural bay. The vertical architectural element will bind the top and bottom of the facades together, establish vertical relief to a predominantly horizontal facade, and make the scale of the larger structures more compatible with the smaller structures on the block. Additionally, these elements can also function as a support for lights, awnings, or signs.

2. Horizontal Elements:

Together with the Vertical Elements, the introduction of appropriate horizontal architectural elements will encourage a harmonious streetscape. These horizontals may take the form of abstract cornices, sunscreens, window shades, or awning projections. Like the Vertical Elements, these elements may also integrate lights or signage.

3. Projections and Reveals:

Projections and reveals in a facade may contribute visual interest and delineation. The careful manipulation of the facade plane can provide visually pleasing areas of light and shadow to an otherwise mundane facade.



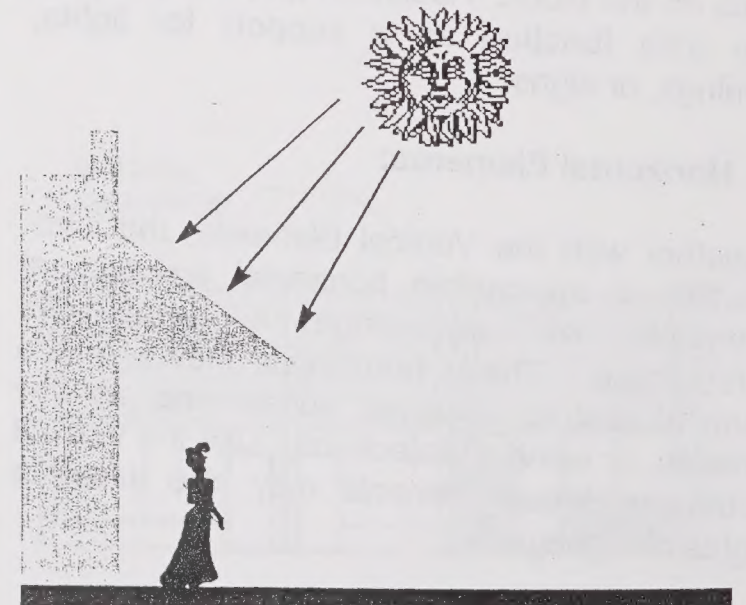
ARCHITECTURAL ELEMENTS

D. AWNINGS

The facades of these buildings have a flat characteristic that lacks relief or dimension. Awnings are perhaps the most important amenity that can be utilized to provide a distinctive streetscape character. In addition they will protect entries and windows from the afternoon sun, and in doing so, help to establish an essential transition zone from the street to the business.

Awning design provides an opportunity for businesses to express their individuality. These guidelines encourage creative interpretations of the awning in both materials and form. In general, awnings should be designed as durable and permanent features of the facade, as an architectural accent to the overall form of the building. Prefabricated aluminum or fiberglass awnings are considered inappropriate, and standard canvas awnings are minimally acceptable because they fade quickly. Steel, glass, perforated metals, or stucco are examples of recommended materials. Awnings should be maintained on a regular basis.

Where a facade is divided into distinct bays by the Vertical Elements, awnings should respect those divisions. The minimum height of awnings shall be 8'-0" from the lowest point to the sidewalk and shall not project more than 6'-0" out from the face of the structure. Adherence to these dimensions will allow a diverse array of creative awnings that will relate to each other.



AWNING PROTECTION

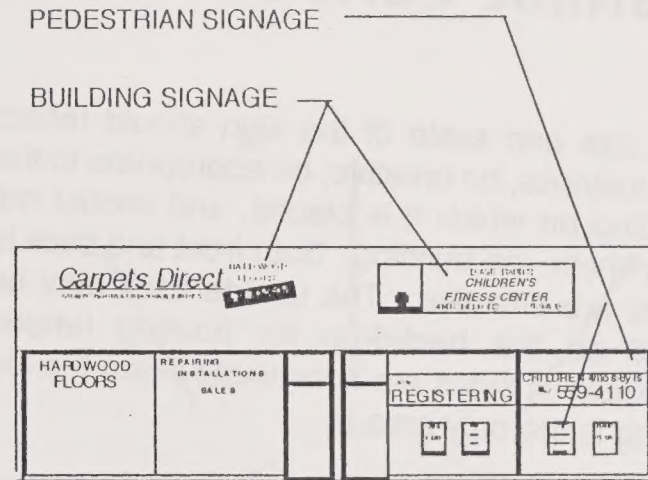
E. SIGNAGE

Currently, there are signs of many different sizes, styles, materials, and shapes in the Target Area.

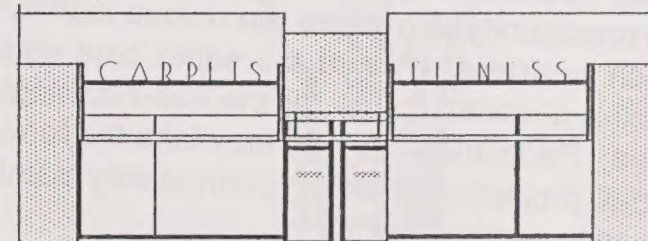
The location, size, style, and color of signage is determined by a number of factors. Each facade plays an important part in this determination, but the scale and palette of the surrounding structures must also be considered. A well integrated design can incorporate signage with lighting and other architectural elements, and can become an important compositional element on the facade. Signs should be viewed as a permanent part of each facade renovation rather than something that appears superficially attached or temporary.

1. Building Signage:

Building Signage is the primary signage on a building that identifies the business. Building Signage may be effectively combined with other facade elements in innovative ways, such as Awnings or Vertical Elements, to form an integral architectural element in the facade design.



DISCOURAGED



ENCOURAGED

SIGNAGE CONT'D...

The size and scale of the sign should reflect the business, be creative, be appropriate to the building on which it is placed, and should not overwhelm the building. Both front and back lit signs are effective. The facade itself may be used as the backdrop for floating letters. Internally lit signs are acceptable when the lettering is the only area lit.

2. Pedestrian Signage:

Pedestrian Signage is the smaller, secondary signage that is intended for view from the sidewalk. Consistent pedestrian signage provides an opportunity to express the unique identity of each business while at the same time establishing a unified image for the Mid-Washington area. Pedestrian signage may take the form of small projecting signs or permanently painted or neon window signs.

The inclusion of symbolic graphics or icons into the design is another means to develop a spe-

cial personality for this area. Consider the familiar icons of the barbershop, drug store, or the eyewear sign at 10724 Washington Boulevard. These graphics instantly communicate what a business is about and project a friendly and often light-hearted atmosphere.

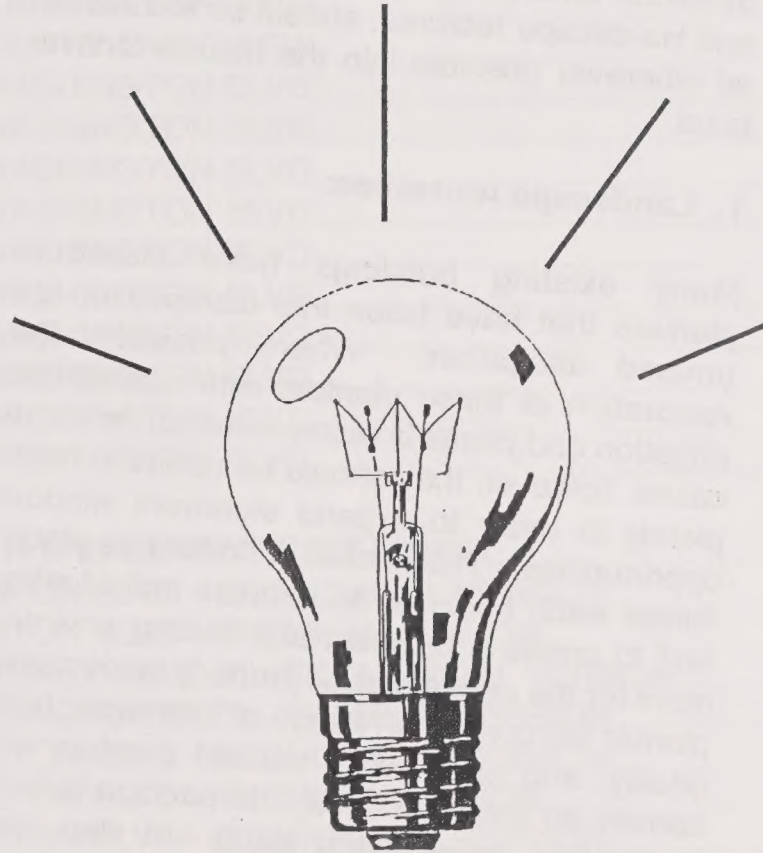


POSSIBLE 'CHILDREN'S FITNESS CENTER'
GRAPHIC FOR PEDESTRIAN SIGNAGE

F. LIGHTING

Currently the level of exterior lighting along the Target Area is inadequate for the image of a safe and inviting pedestrian environment. A facade renovation is an excellent opportunity to correct this and enhance the nighttime commercial viability of the Target Area. At night the lighting can become a dynamic and playful element in the streetscape.

Lighting may be incorporated into the facade renovation in several different ways. The most obvious way is the direct application of ground level wall fixtures onto the facade. 'Steplights' may also be used to illuminate the sidewalk or storefront entry path. In addition, the use of 'indirect' lighting integrated into facade elements will light the sidewalk or the facade itself with a warm glow. This method may also be creatively used to light building signage. The storefront windows themselves can become large light fixtures via the discreet use of window display lighting. Overly bright, improperly shielded lights which cast unwanted glare off the property should always be avoided.



G. SIDEWALK AMENITIES

Sidewalk amenities, consisting of Landscape and Hardscape features, should be incorporated wherever possible into the facade renovations.

1. Landscape Amenities:

Many existing buildings have storefront planters that have fallen into disrepair or are unused altogether. Where possible, the restoration of these planters with appropriate irrigation and plants is recommended. In some cases, however, they should be removed completely in order to expand storefront window opportunities. The choice of flowers or plants allows each business to express individuality, and to create a pleasant and inviting environment for the pedestrian. A properly landscaped planter will convey an image of freshness, hospitality, and care, while unused planters will convey an image of decay. In addition to built in planters, large potted plants will also contribute to an appealing atmosphere.

2. Hardscape Amenities:

In a pedestrian environment it is often the little things that make a difference. A property owner can increase public comfort through the addition of various amenities. Potential Hardscape Amenities include special pavement treatment at a recessed entry or a planter that doubles as a bench.

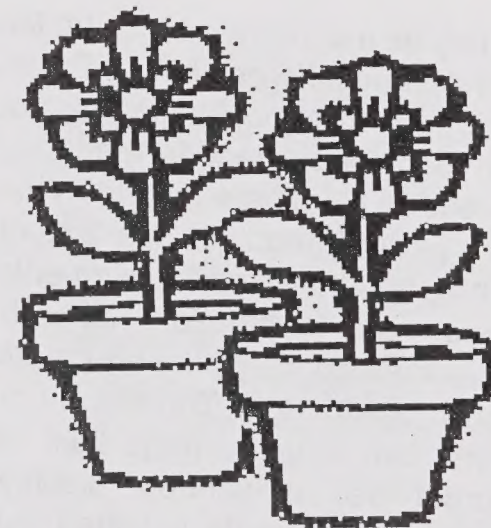
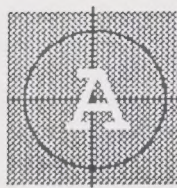


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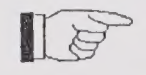
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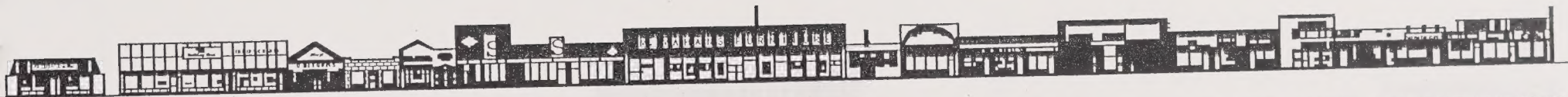


INTRODUCTION

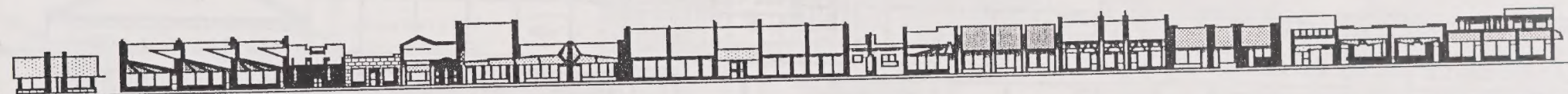
With the use of illustrations, the Design Concepts appendix demonstrates how the Design Standards might be applied to the streetscape of the Target Area. These pages illustrate 'before' and 'after' elevations of the streetscape, using one specific design approach.

These drawings, along with the model produced for the Mid-Washington Boulevard Revitalization Program, exhibit a non-prescriptive design method that demonstrates what is possible with these Guidelines. Owners considering improvements are encouraged to utilize the services of an architect or design professional, and to employ some or all of the concepts related to their particular building.





EXISTING MID-WASHINGTON STREETSCAPE BETWEEN OVERLAND AND MIDWAY



PROPOSED MID-WASHINGTON STREETSCAPE BETWEEN OVERLAND AND MIDWAY

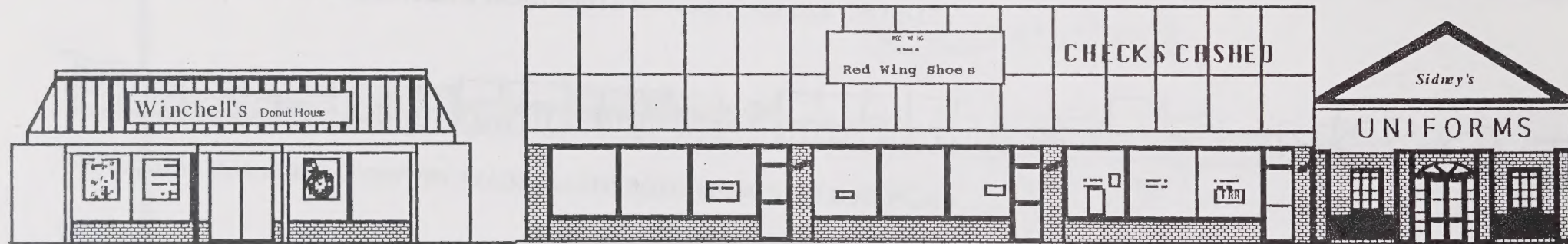


EXISTING MID-WASHINGTON STREETSCAPE BETWEEN MIDWAY AND ELENDA

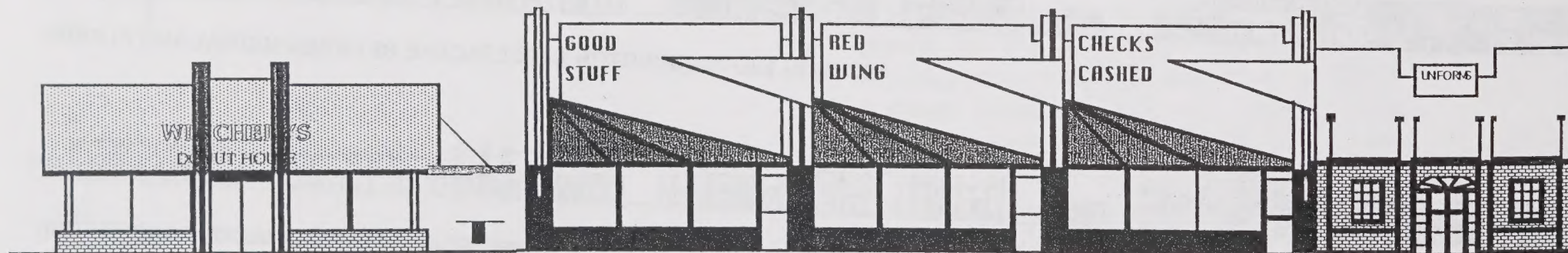


PROPOSED MID-WASHINGTON STREETSCAPE BETWEEN MIDWAY AND ELENDA

Note the introduction of pedestrian scaled horizontal and vertical elements that create a more unified image and coherent streetscape rhythm.



EXISTING STREETScape

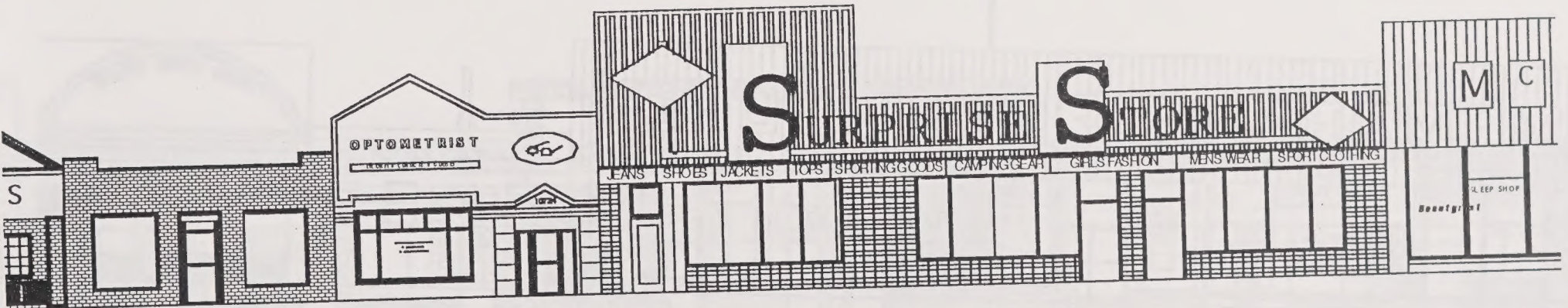


PROPOSED STREETScape

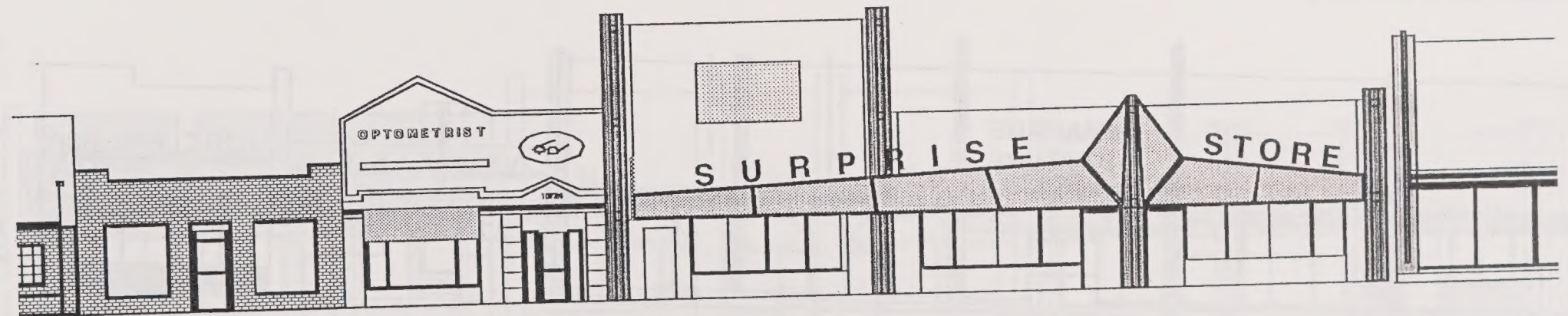
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EXISTING STREETScape



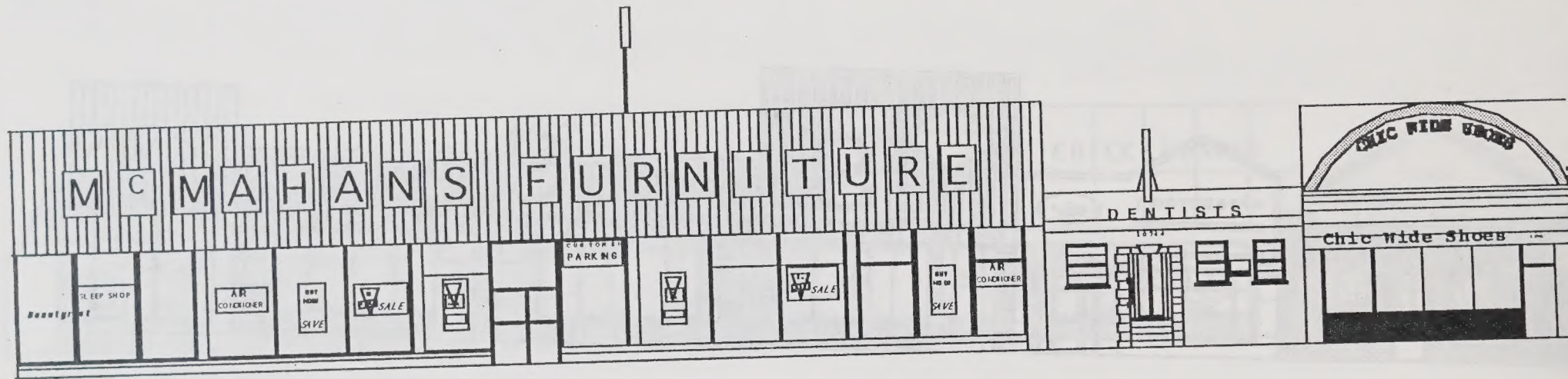
PROPOSED STREETScape

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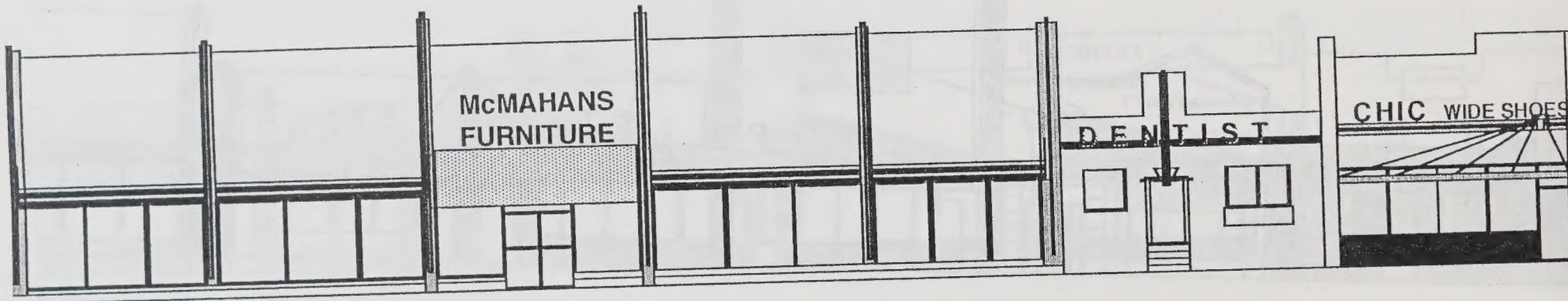
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EXISTING STREETScape



PROPOSED STREETScape

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10750

10752

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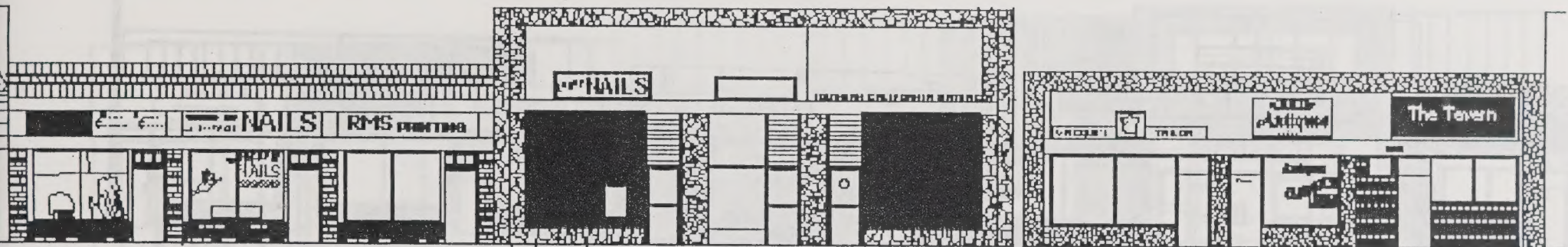
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10758

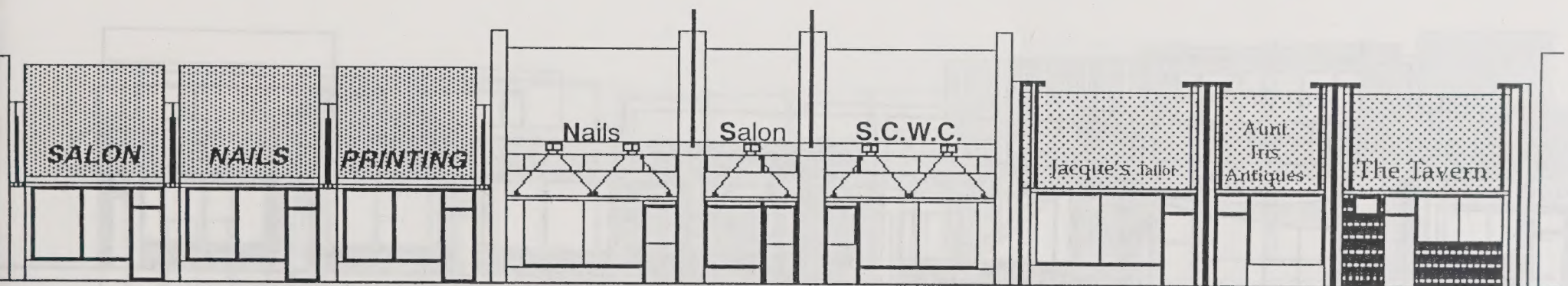
10760

10762

10762 1/2



EXISTING STREETSCAPE

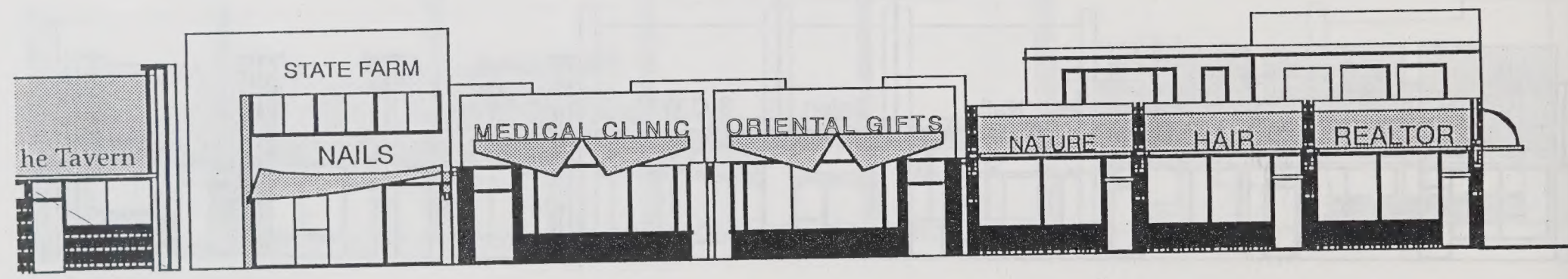


PROPOSED STREETSCAPE

ADDRESS:	10764-A	10766	10768	10770	10772	10774
	10764 1/2					10776



EXISTING STREETScape



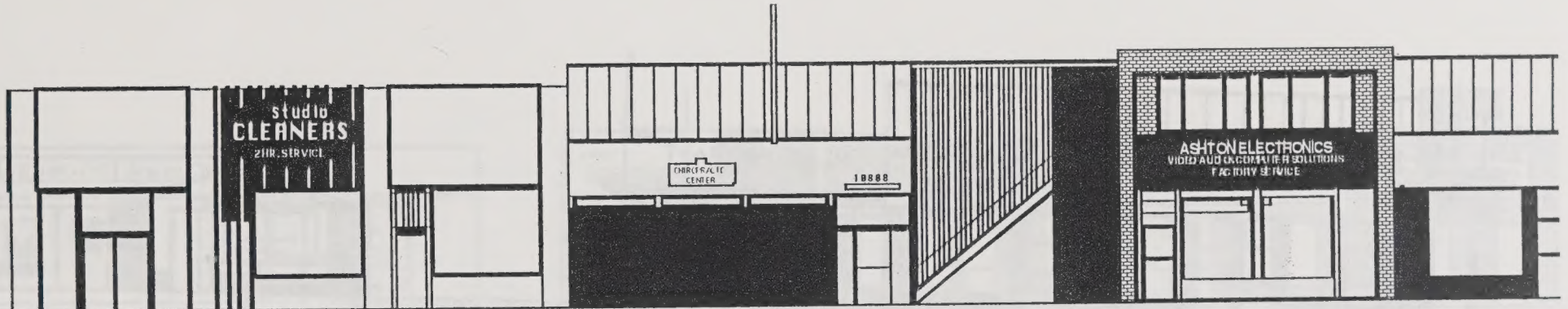
PROPOSED STREETScape

10800

10808-A

10808-B

10812



EXISTING STREETScape



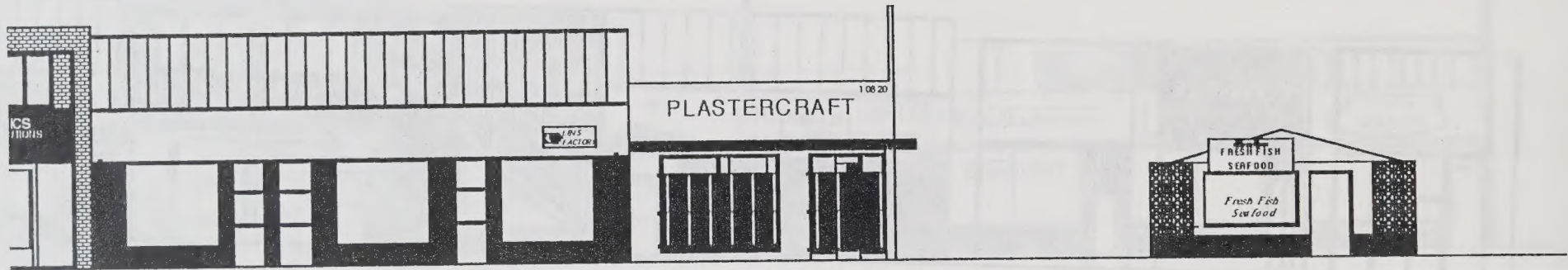
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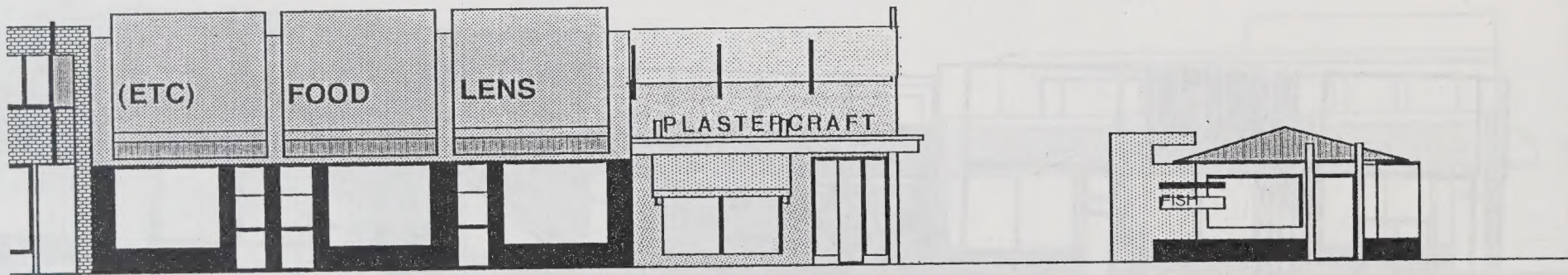
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EXISTING STREETSCAPE



PROPOSED STREETSCAPE

10830

10834

10834 1/2

10836

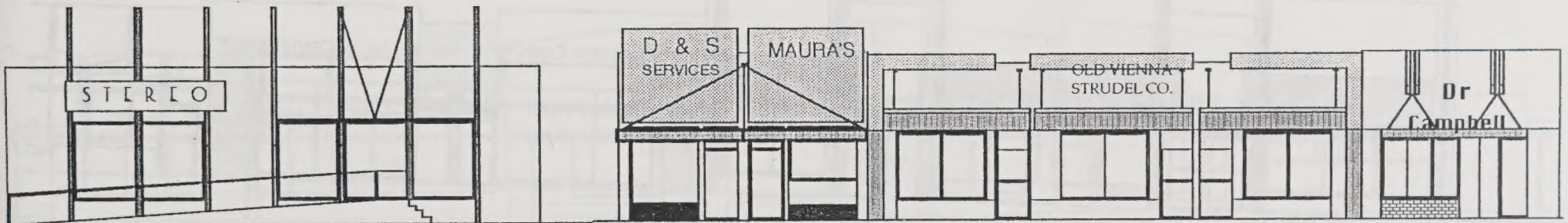
10836 1/2

108038

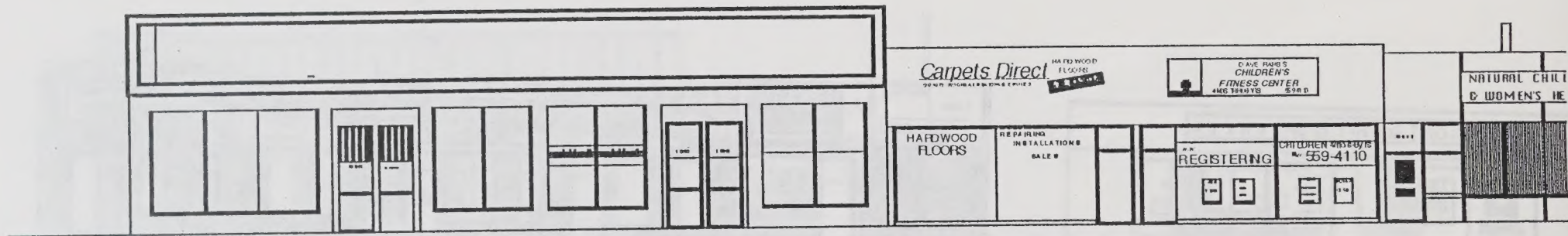
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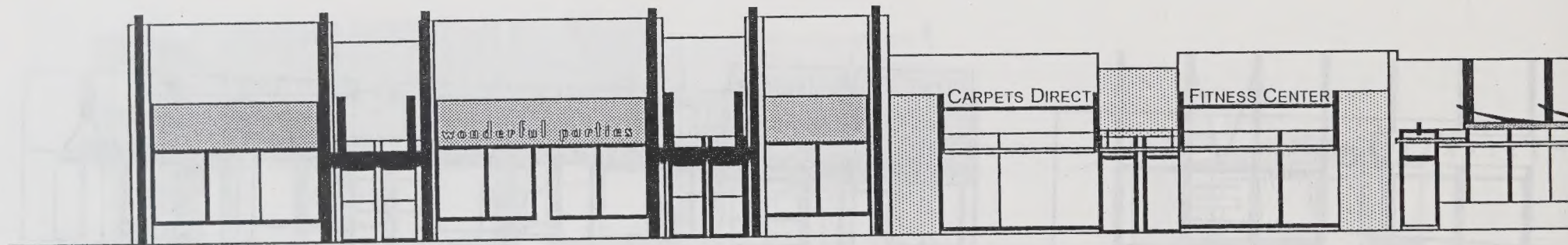
EXISTING STREETScape



PROPOSED STREETScape



EXISTING STREETScape



PROPOSED STREETScape

10862

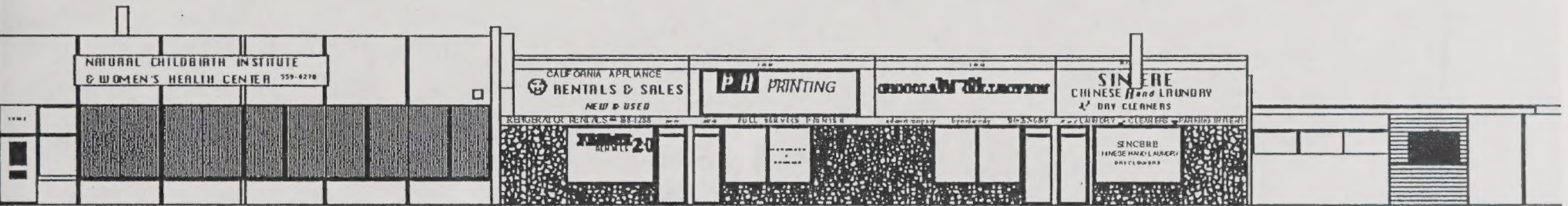
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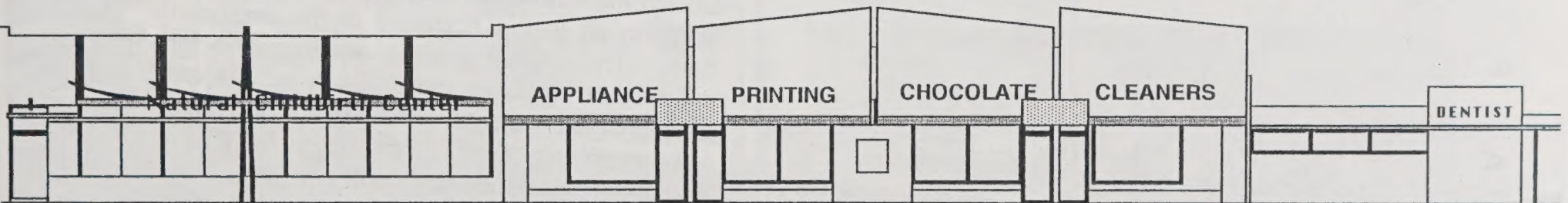
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EXISTING STREETSCAPE

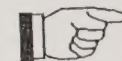


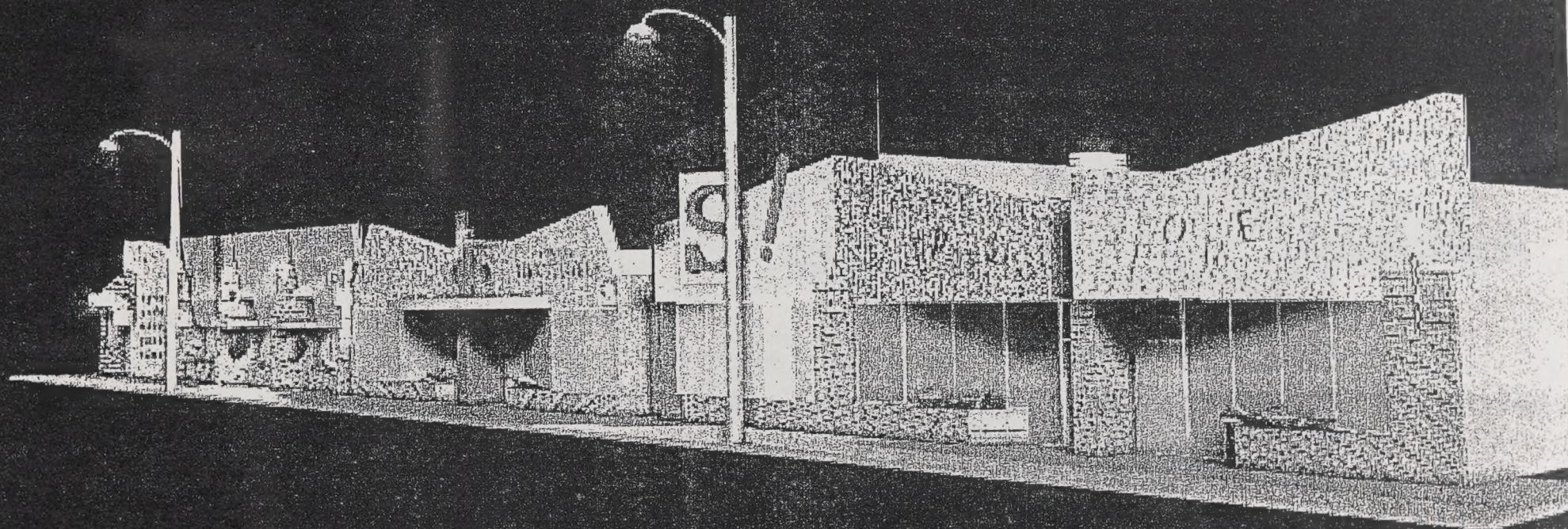
PROPOSED STREETSCAPE

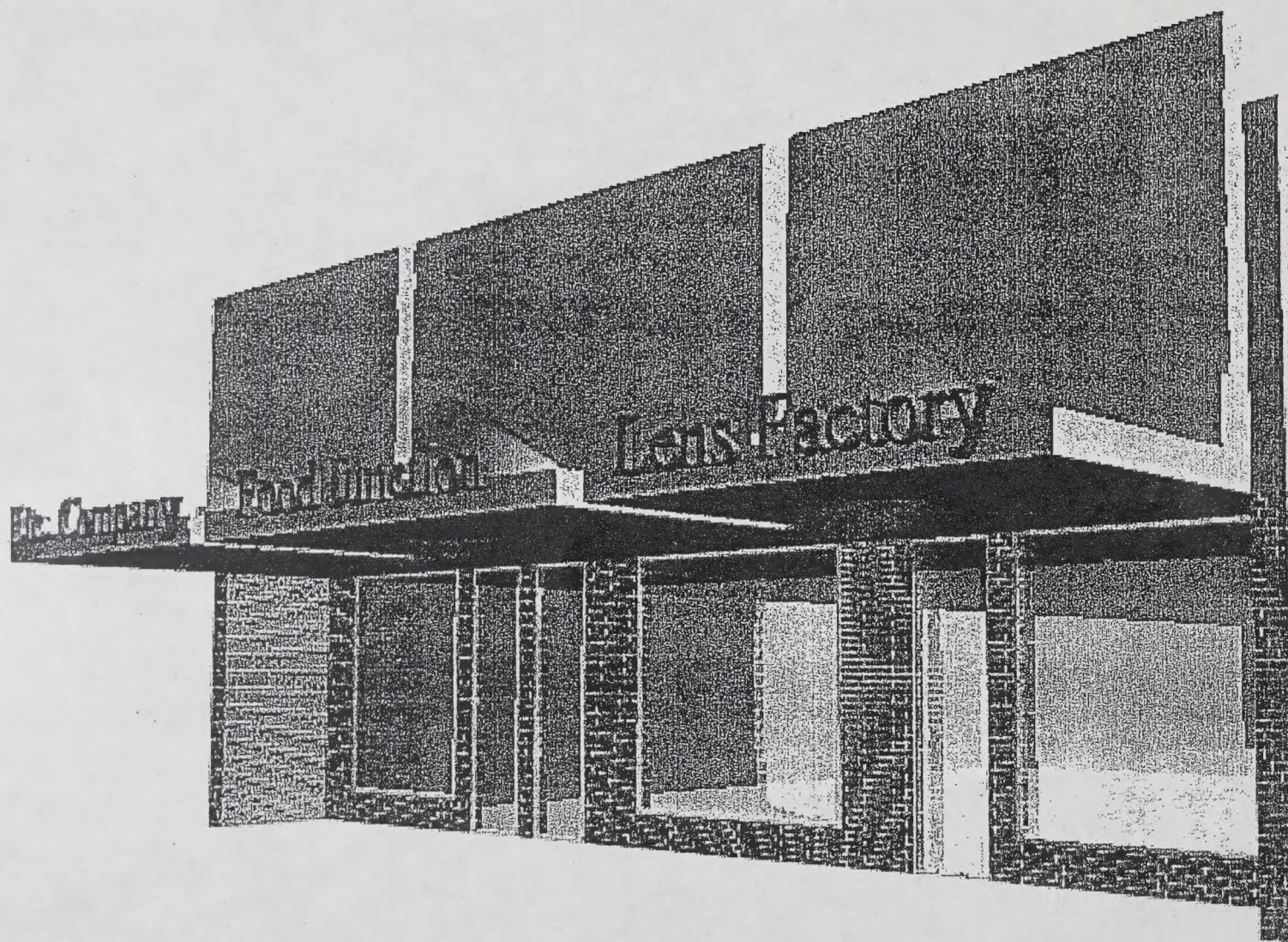
INTRODUCTION

The Improvement Costs section illustrates costs that might be expected in a typical facade restoration by using four existing buildings as examples. These four buildings represent characteristic conditions found in the Target Area. Each facade is shown with two versions along with the estimated improvement costs; scheme one is the economical version and scheme two is the premium version.

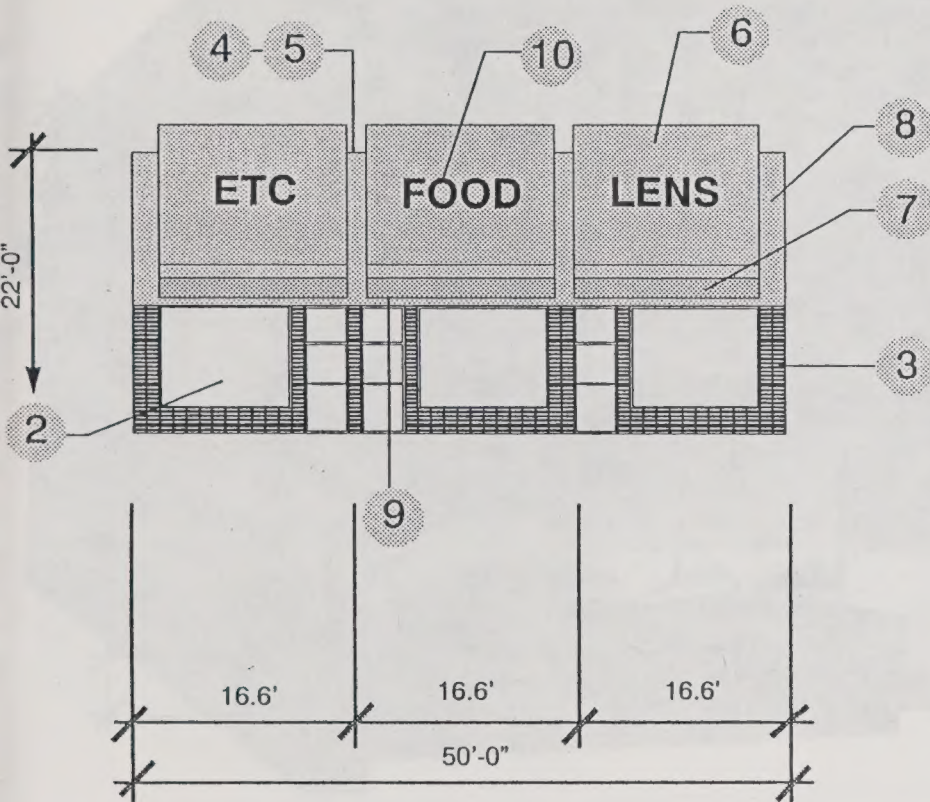
Due to the nature of renovation, no guarantee is made as to the accuracy of the enclosed data. These Cost Guides are intended for informative purposes only. Each project will have unique circumstances and conditions that will determine its specific costs associated with demolition, restoration, and construction. These cost estimates do not include soft costs such as consultant fees and permit fees.







LENS FACTORY; 10816 WASHINGTON BOULEVARD
(economical version)



Work / Fabrication Item

Quantity Unit Cost Cost

1. Remove old sign & security gate	(1)	estimate	\$200.00
2. Clean existing storefront	(3)	estimate	\$500.00
3. Steam clean existing brick	(3)	estimate	\$300.00
4. Roofing repair	50 LF	\$6.72/SF	\$336.00
5. Roof / parapet flashing	50 LF	\$9.85/LF	\$492.50
6. New stucco at upper portion	750 SF	\$8.20/SF	\$6150.00
7. New awning / stucco overhang	250 SF	\$9.75/SF	\$2437.50
8. Repaint building (primer + 2 coats)	700 SF	\$0.88/SF	\$616.00
9. Lighting - recessed soffit downlight	(6)	\$117 ea.	\$702.00
10. New signs, individual backlit letters	(3)	\$800.00	\$2400.00
11. Disposal of debris / dumpster / dump fee- 4 weeks / 5 cubic yards			\$1350.00

SUBTOTAL

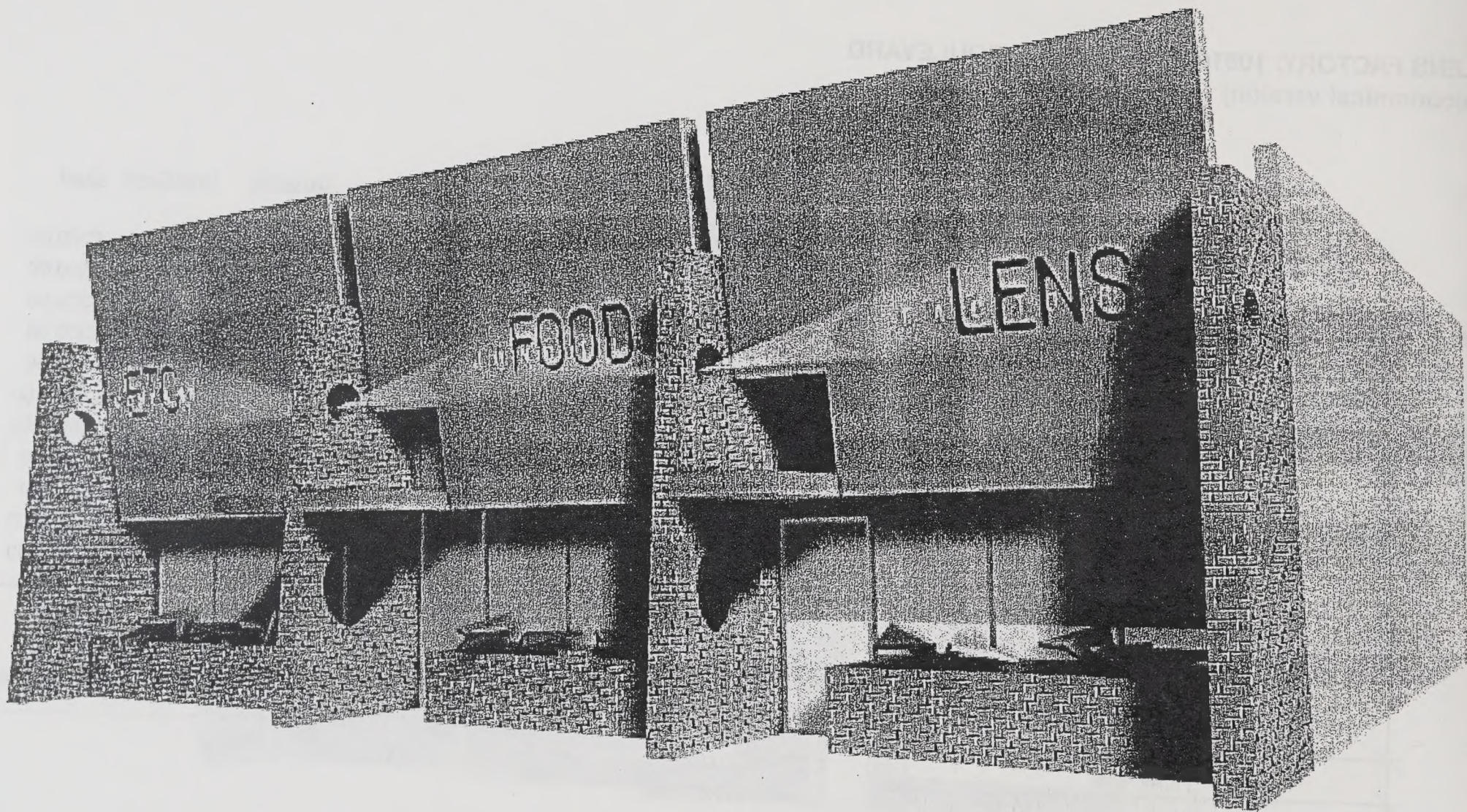
\$15,484.00

10% CONTINGENCY

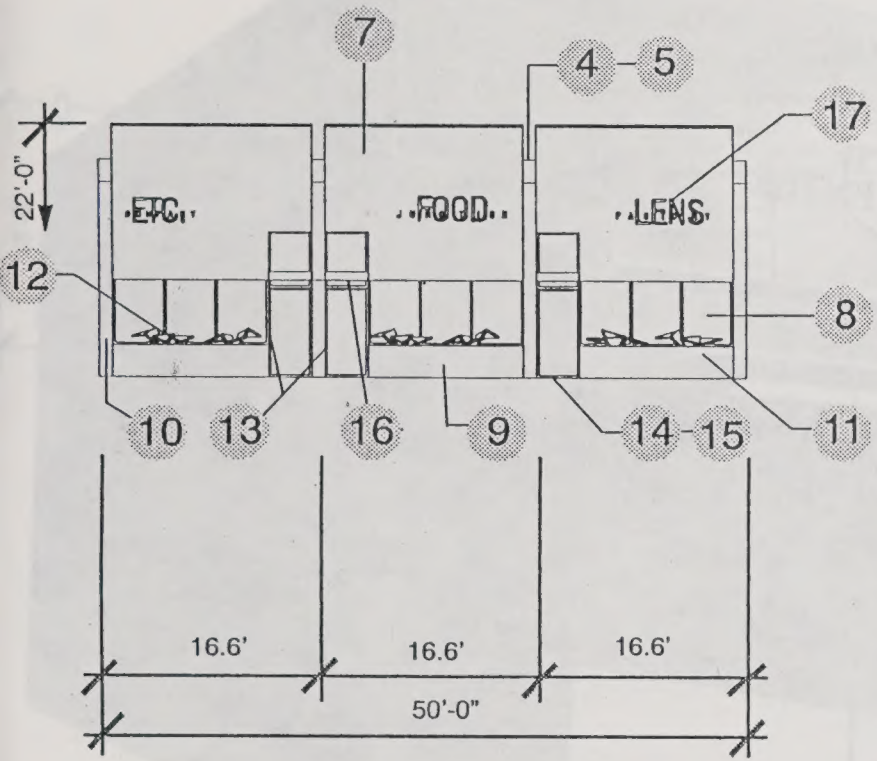
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TOTAL

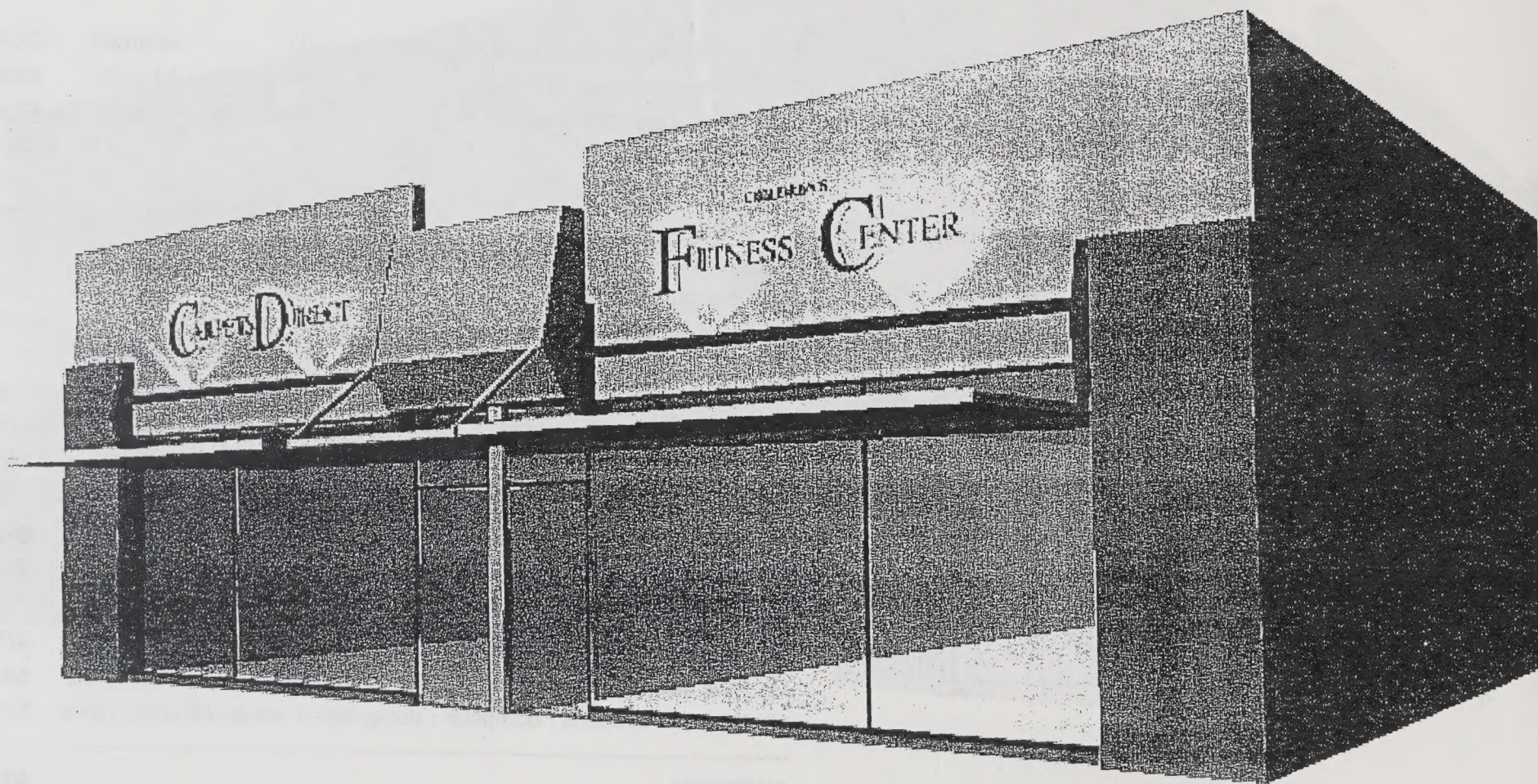
\$17,032.00



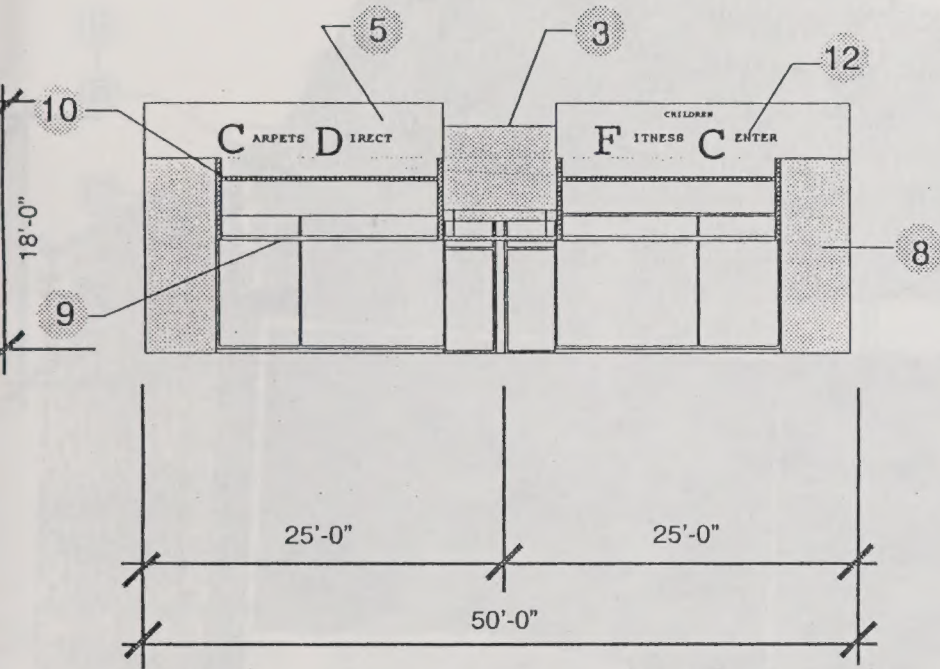
LENS FACTORY; 10816 WASHINGTON BOULEVARD
 (premium version)



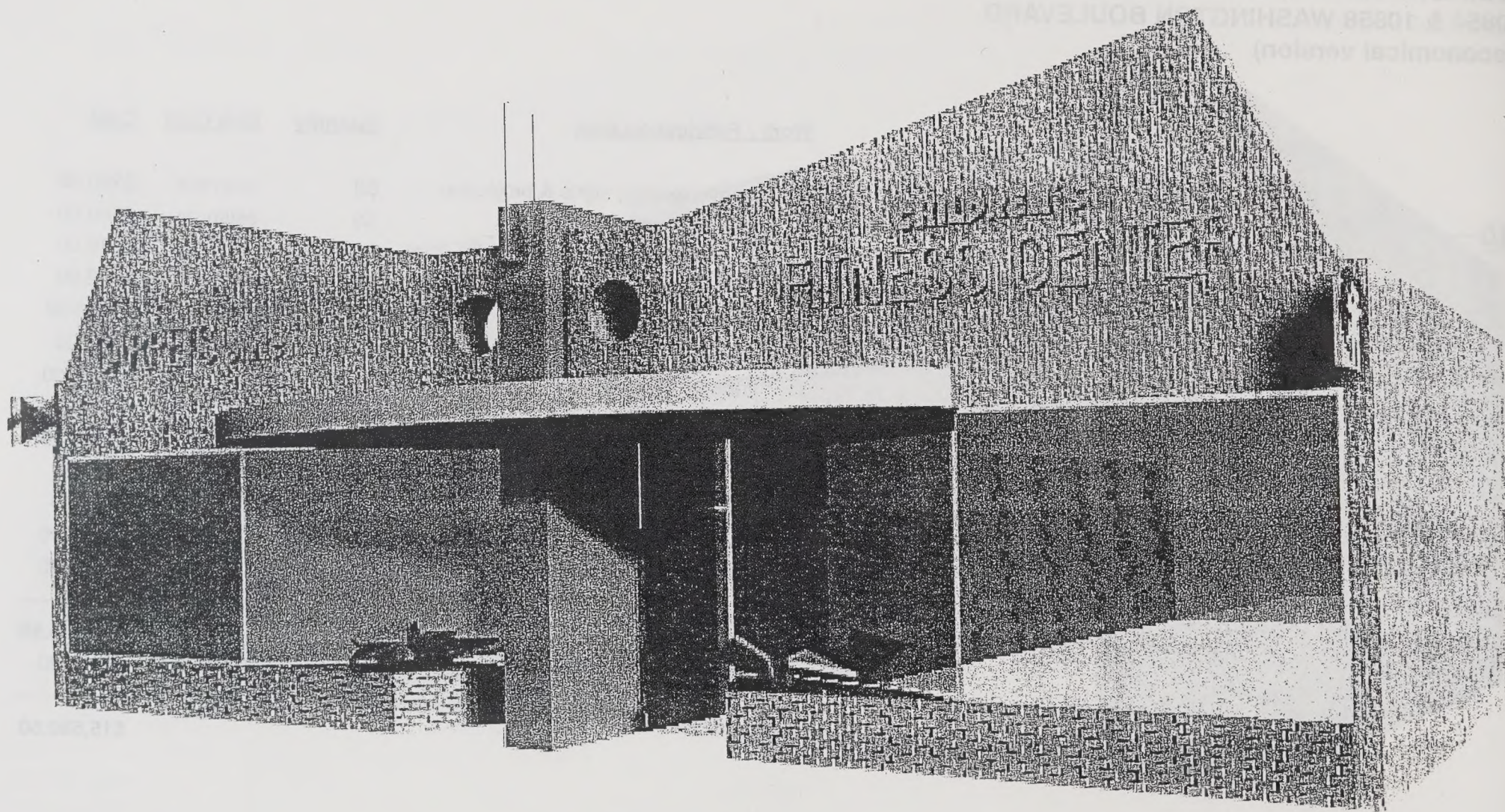
<u>Work / Fabrication Item</u>	<u>Quantity</u>	<u>Unit Cost</u>	<u>Cost</u>
1. Remove existing sign, security gate	(1)	estimate	\$200.00
2. Remove existing soffit	600 SF	\$0.50/SF	\$300.00
3. Remove existing storefront	(3)@80SF	\$1.41/SF	\$338.40
4. Roofing repair	50 LF	\$6.72/LF	\$336.00
5. Roof / parapet flashing	50 LF	\$9.85/LF	\$492.50
6. New electrical @ facade	600 SF	\$0.50/SF	\$300.00
7. New stucco upper facade	650 SF	\$8.20/SF	\$5330.00
8. New storefront - alum. / glass	(3)@60SF	\$19.50/SF	\$3510.00
9. Repaint building (primer + 2 coats)	850 SF	\$0.88/SF	\$748.00
10. Brick piers	(4)@56SF	\$19.55/SF	\$4379.20
11. Planters (brick)	(3)@48SF	\$19.55/SF	\$2815.20
w/conc. lining	(3)@48SF	\$0.52/SF	\$75.00
w/irrigation	(3)	\$250 ea.	\$750.00
12. New landscaping	(3)	estimate	\$500.00
13. Doors alum. / glass 3'x7'	(3)	\$2225 ea.	\$6675.00
14. Sandblast paving	50 SF	1.50/SF	\$75.00
15. Paving treatment	50 SF	3.50/SF	\$175.00
16. Lighting - recessed soffit downlight	(6)	\$117 ea.	\$702.00
17. New sign w/ neon, backlit letters	(3)	\$1000 ea.	\$3000.00
18. Disposal of debris / dumpster / dump fee- 4 weeks / 5 cubic yards			\$1350.0
SUBTOTAL			\$32,051.30
10% CONTINGENCY			\$3205.00
TOTAL			\$35,256.30



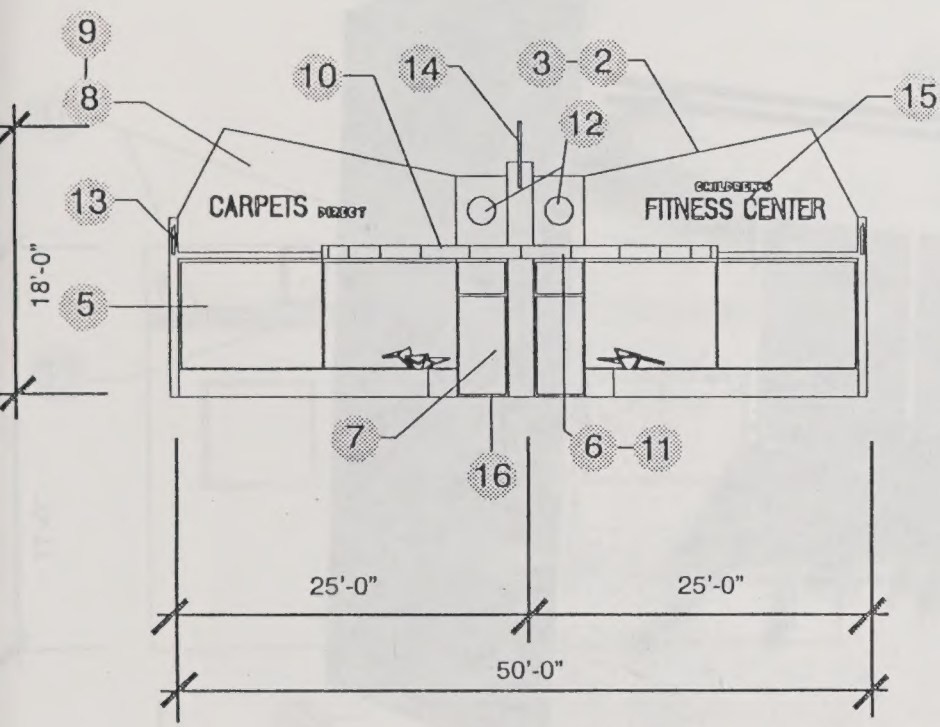
**CARPETS DIRECT / CHILDREN'S FITNESS;
 10854 & 10858 WASHINGTON BOULEVARD
 (economical version)**



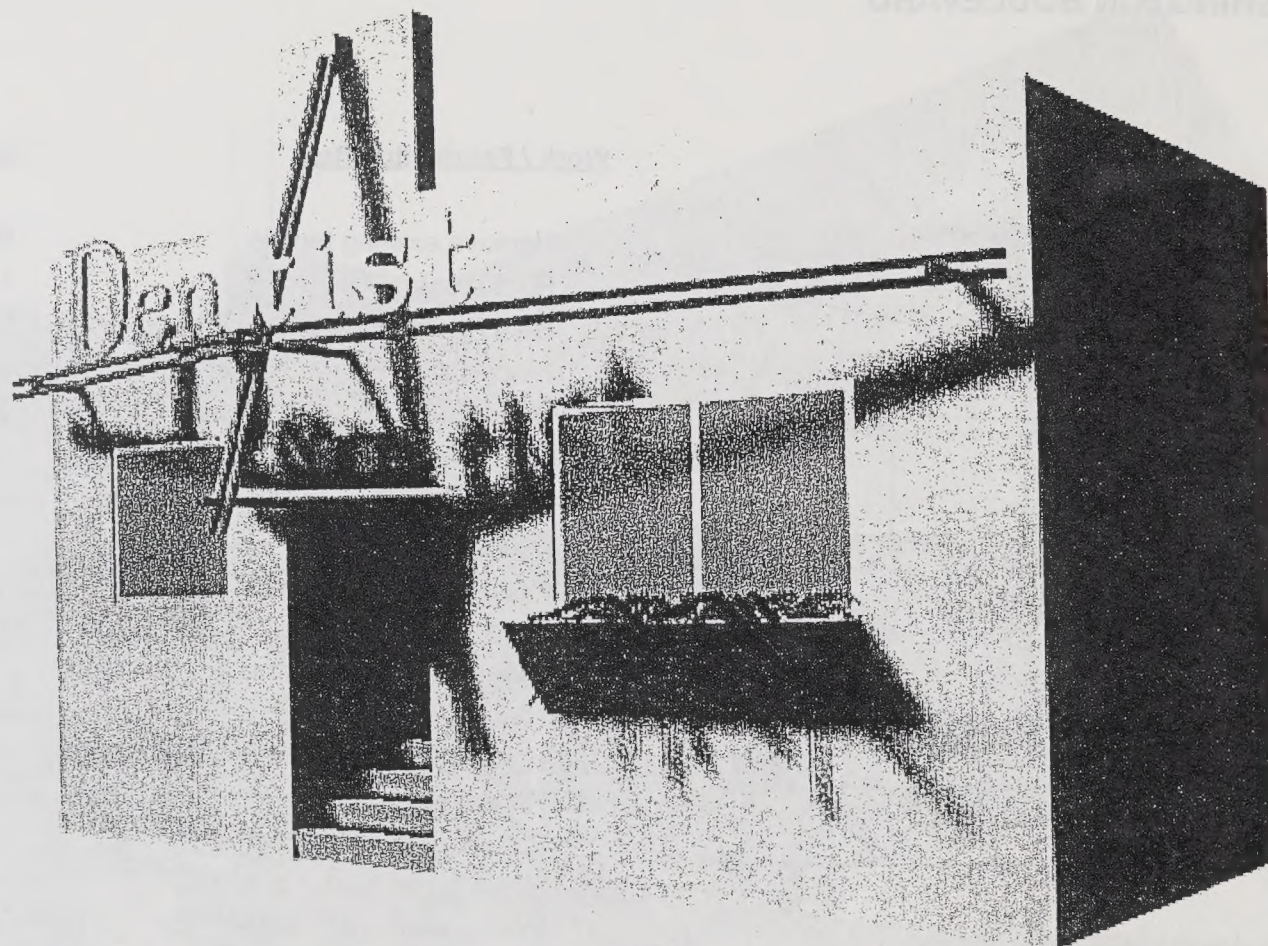
<u>Work / Fabrication Item</u>	<u>Quantity</u>	<u>Unit Cost</u>	<u>Cost</u>
1. Remove existing signs & projection	(2)	estimate	\$300.00
2. Clean existing storefront	(2)	estimate	\$500.00
3. Roof repair	50 LF	\$6.72/LF	\$336.00
4. Roof / parapet flashing	50 LF	\$9.85/LF	\$492.50
5. New stucco elements	200 SF	\$8.20/SF	\$1640.00
6. Remove partial storefront	(2)@100SF	\$1.41/SF	\$282.00
7. Alter storefront mullion and glass	(2)@100SF	\$19.50/SF	\$3900.00
8. Repaint building (primer + 2 coats)	300 SF	\$0.88/SF	\$264.00
9. Custom awning (115 SF); [aluminum frame and perforated alum.]	(1)	estimate	\$3200.00
10. Lighting - wall mounted incandescent	(2)	\$150 ea.	\$300.00
11. New sign w/ backlit letters	(2)	\$800 ea.	\$1600.00
12. Disposal of debris / dumpster / dump fee-4 weeks / 5 cubic yards			\$1350.00
SUBTOTAL			\$14,164.50
10% CONTINGENCY			\$1416.00
TOTAL			\$15,580.50



CARPETS DIRECT / CHILDREN'S FITNESS;
10854 & 10858 WASHINGTON BOULEVARD
(premium version)

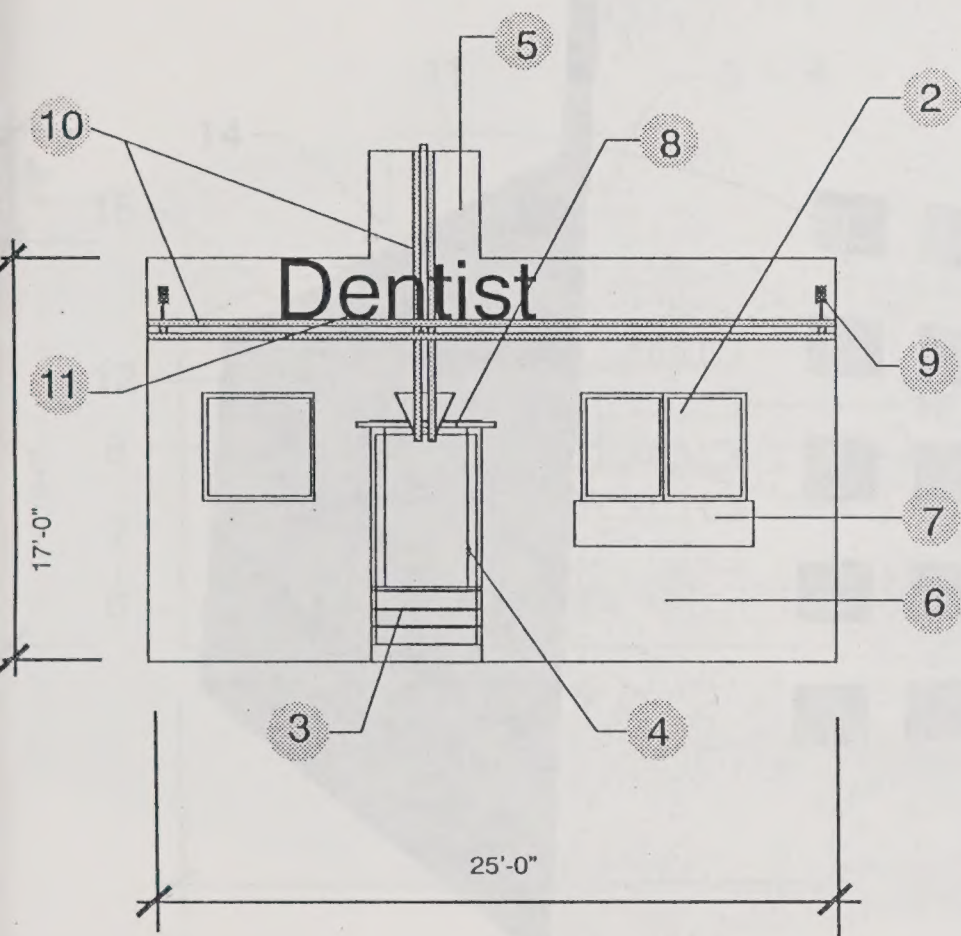


Work / Fabrication Item	Quantity	Unit Cost	Cost
1. Remove existing facade	900 SF	\$1.57/SF	\$1413.00
2. Roof repair	50 LF	\$6.72/LF	\$336.00
3. Roof / parapet flashing	50 LF	\$9.85/LF	\$492.50
4. Electrical	600 SF	\$0.50/SF	\$300.00
5. New storefront - alum. / glass	2@160 SF	\$19.50/SF	\$6240.00
6. New stucco soffit	60 SF	\$9.75/SF	\$585.00
7. Doors alum. / glass 3'x7' w/ transom	(2)	\$2512.50	\$5025.00
8. Restucco facade	655 SF	\$8.20/SF	\$5371.00
9. Repaint building (primer + 2 coats)	655 SF	\$0.88/SF	\$576.40
10. Custom awning (75 SF); [steel frame w/ wire glass]	(1)	estimate	\$2500.00
11. Lighting - recessed soffit downlight	(2)	\$117 ea.	\$234.00
12. Lighting - wall mounted incandescent	(2)	\$150 ea.	\$300.00
13. Pedestrian projecting sign	(2)	estimate	\$500.00
14. Steel / neon detail, custom	(1)	estimate	\$450.00
15. New sign w/ backlit letters	(2) signs	\$1000 ea.	\$2000.00
16. Paving treatment - exterior tile	48 SF	\$10/SF	\$480.00
17. Disposal of debris / dumpster / dump fee	4 weeks / 5 cubic yards		\$1350.00
SUBTOTAL			\$28,152.90
10% CONTINGENCY			\$2815.00
TOTAL			\$30,967.90

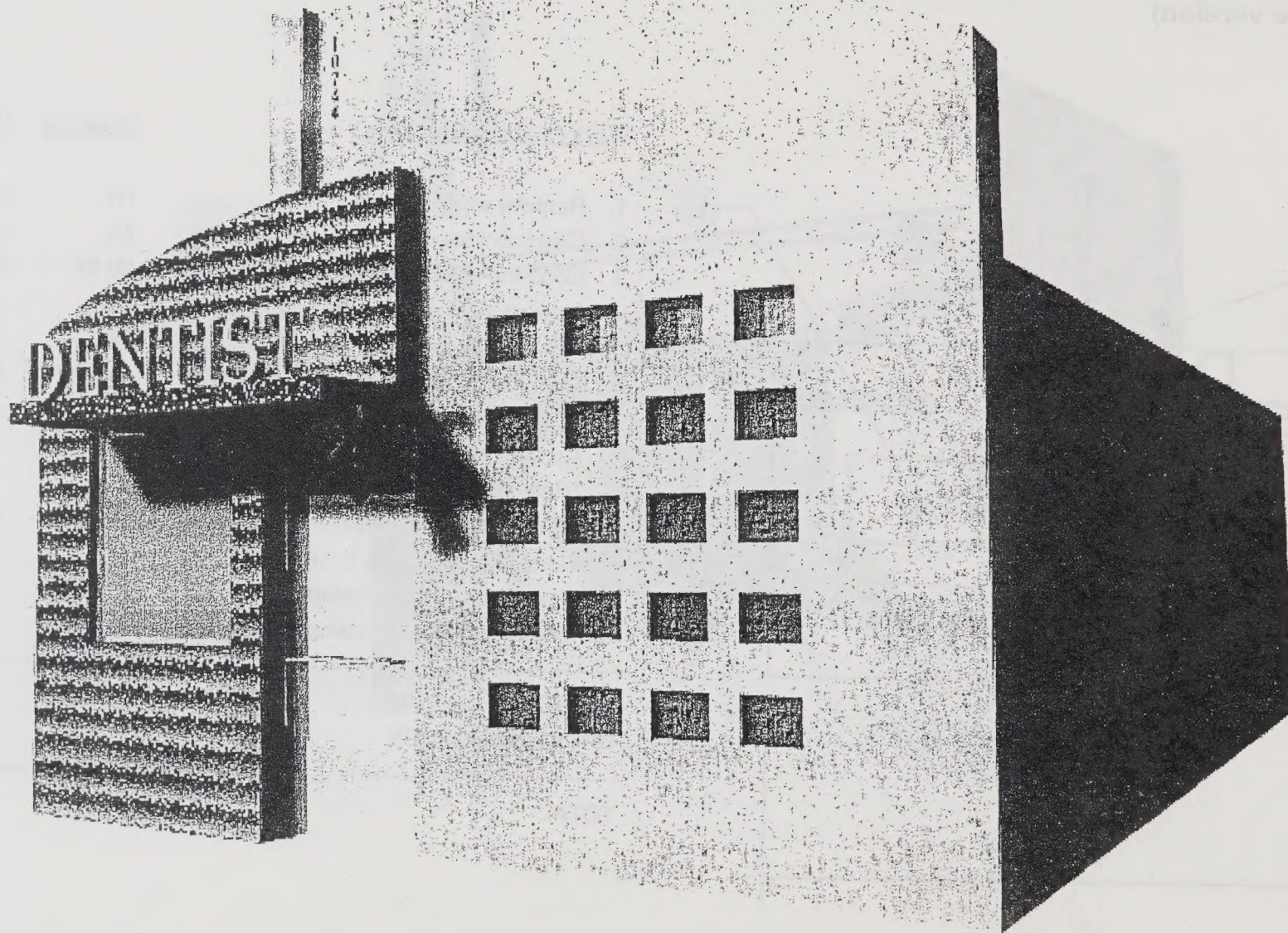


CARPETS DIRECT / CHILDREN'S FURNISHES;
1035 & 1035 WASHINGTON BOULEVARD
(reprinted version)

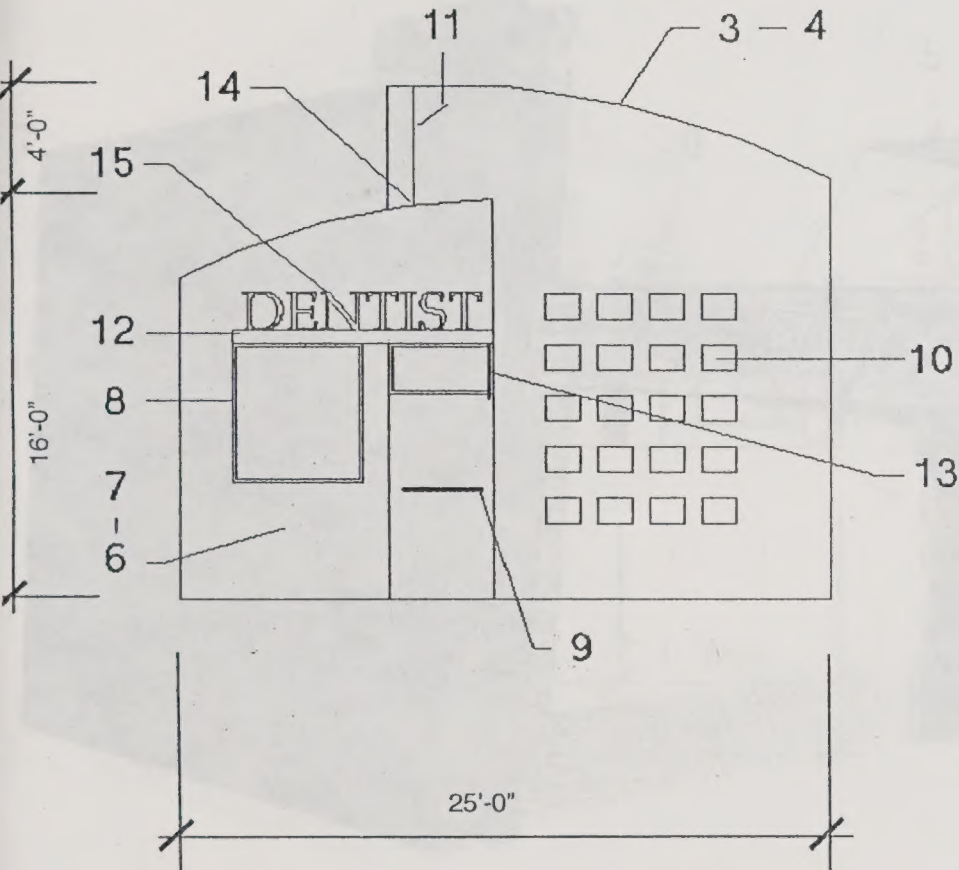
DENTIST OFFICE; 10744 WASHINGTON BOULEVARD
(inexpensive version)



Work / Fabrication Item	Quantity	Unit Cost	Cost
1. Remove existing sign	(1)	estimate	\$300.00
2. Clean existing windows	(2)	estimate	\$150.00
3. Concrete color stain @ existing steps	20 SF	\$3.50/SF	\$70.00
4. New security gate	(1)	estimate	\$300.00
5. New stucco parapets	16 SF	\$8.20/SF	\$132.00
6. Repaint building (primer + 2 coats)	500 SF	\$0.88/SF	\$440.00
7. Stucco / wood window planter	(1)	estimate	\$200.00
8. Custom awning; [steel frame and wire glass]	(1)	estimate	\$1200.00
9. Lighting - wall mounted incandescent	(1)	\$150 ea.	\$150.00
10. Steel and neon trim, custom	(1)	estimate	\$200.00
11. New sign w/ backlit letters	(1)	\$800	\$800.00
12. Disposal of debris / dump fees	1 trip	-----	\$45.00
SUBTOTAL			\$3987.00
10% CONTINGENCY			\$399.00
TOTAL			\$4386.00

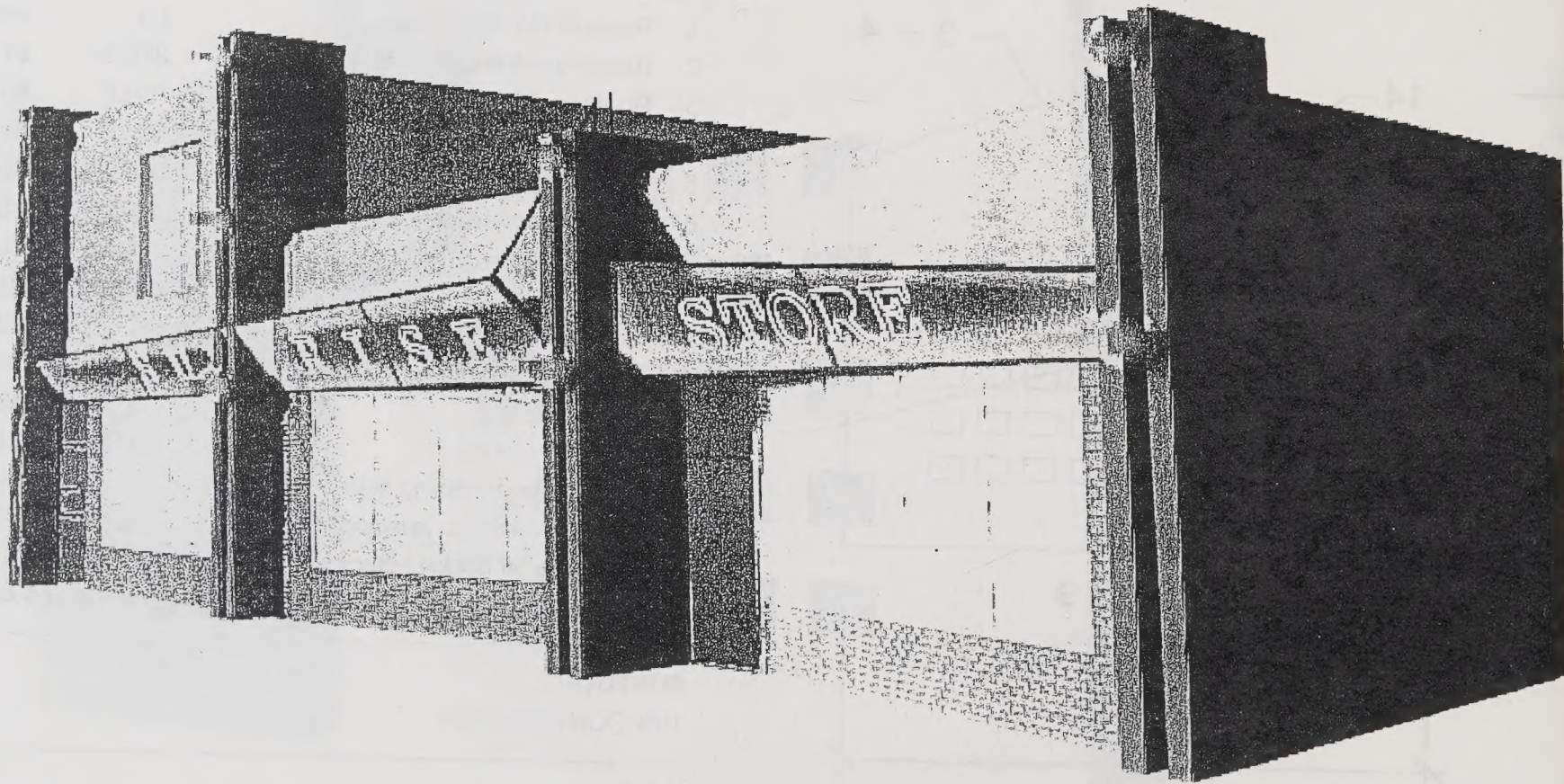


DENTIST OFFICE; 10744 WASHINGTON BOULEVARD
(premium version)

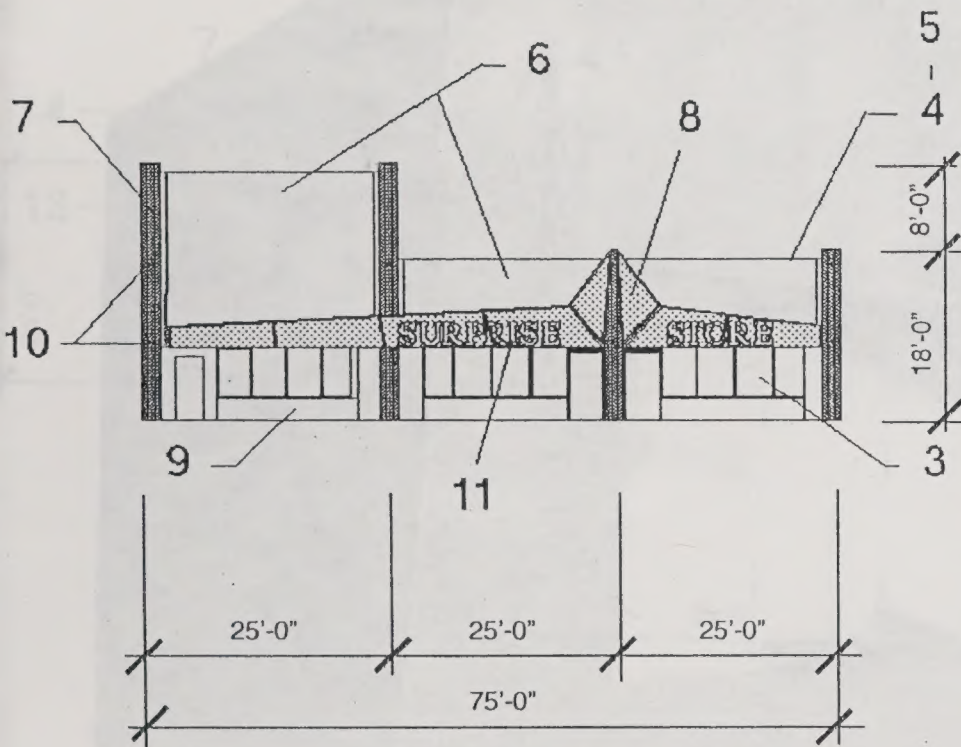


<u>Work / Fabrication Item</u>	<u>Quantity</u>	<u>Unit Cost</u>	<u>Cost</u>
1. Remove old sign	(1)	estimate	\$300.00
2. Remove existing facade	375 SF	\$1.57/SF	\$588.75
3. Roof repair	25 LF	\$6.72/LF	\$168.00
4. Roof / parapet flashing	25 LF	\$9.85/LF	\$246.25
5. New electrical @ facade	300 SF	\$0.50/SF	\$150.00
6. Replace facade with stucco	460 SF	\$8.20/SF	\$3772.00
7. Repaint building (primer + 2 coats)	560 SF	\$0.88/SF	\$492.80
8. Window - aluminum frame	30 SF	\$18.30/SF	\$549.00
9. Door - alum. / glass 3'x7'	(1)	\$2225.00	\$2225.00
10. Glass block	68 SF	\$34.50/SF	\$2346.00
11. Neon tube	(1)	estimate	\$150.00
12. Awning - stucco	60 SF	\$9.75/SF	\$585.00
13. Pedestrian projecting sign 18"x24"	(1)	estimate	\$250.00
14. Lighting - exterior recessed fluorescent	(2)	\$383 ea.	\$766.00
11. New sign w/ backlit letters	(1)	\$1000.00	\$1000.00
12. Disposal of debris / dumpster / dump fee 4 weeks / 5 cubic yards			\$1350.00
SUBTOTAL			\$14,938.80
10% CONTINGENCY			\$1493.00
TOTAL			\$16,431.80

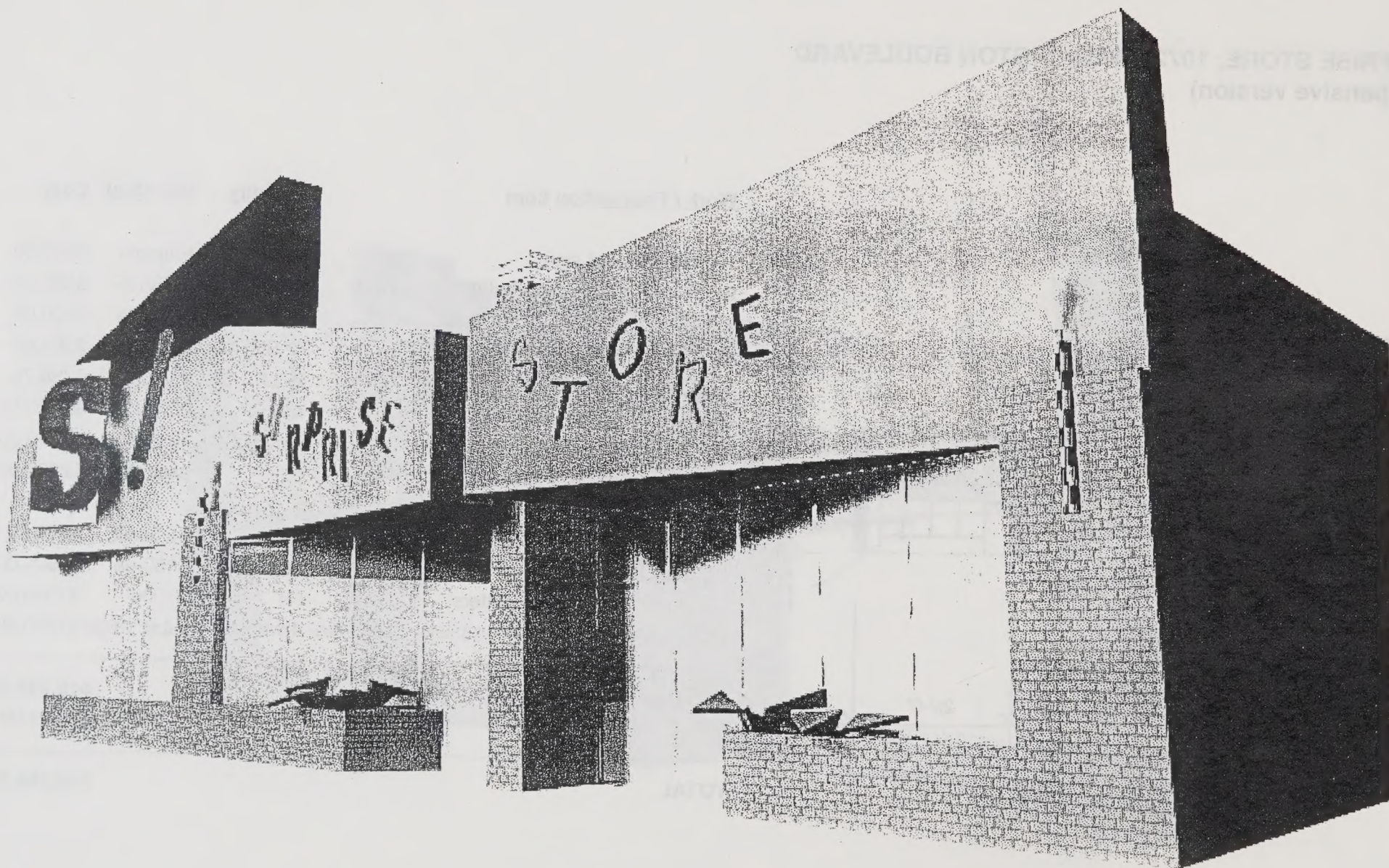
DEPT. OF JUSTICE, FEDERAL BUREAU OF INVESTIGATION
(Official Version)



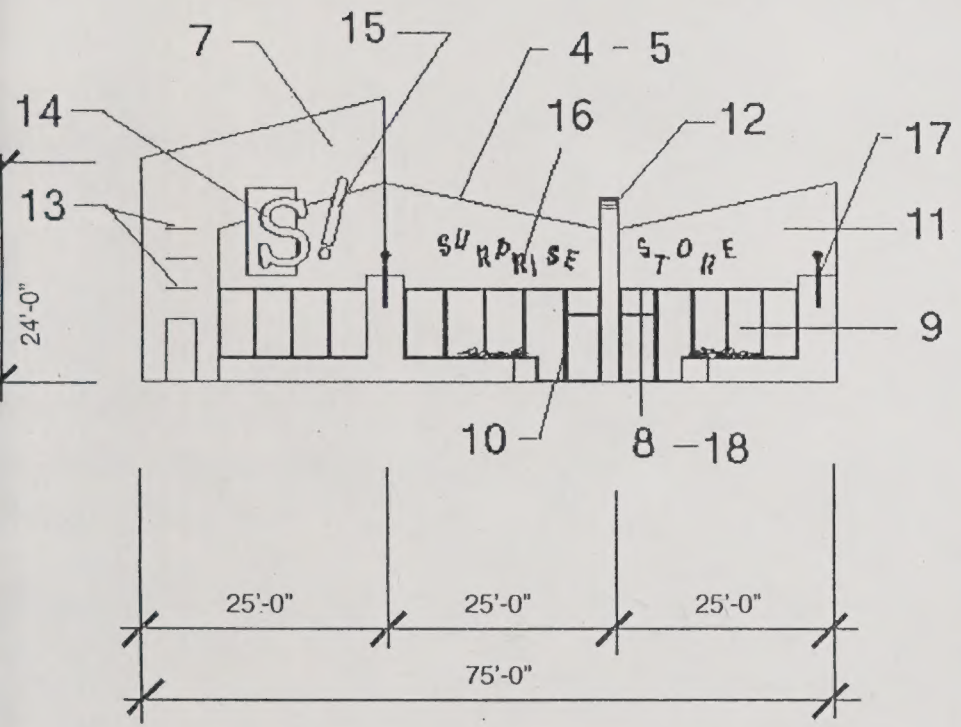
SURPRISE STORE; 10722 WASHINGTON BOULEVARD
 (inexpensive version)



Work / Fabrication Item	Quantity	Unit Cost	Cost
1. Remove old sign	(1)	estimate	\$500.00
2. Remove all corrugated @ top of bldg.	750 SF	\$0.70/SF	\$525.00
3. Cleaning storefront windows	(2)	estimate	\$500.00
4. Roofing repair	75 SF	\$6.72/LF	\$504.00
5. Roof / parapet flashing	75 LF	\$9.85/LF	\$738.75
6. Replace upper part w/stucco	750 SF	\$5.43/SF	\$4072.50
7. Double columns / piers - stucco	(4)@50SF	\$8.20/SF	\$1640.00
8. Custom awning (225 SF) [metal frame w/ fiberglass panels]	(2)	estimate	\$2250.00
9. Repaint building (primer + 2 coats)	750 SF	\$0.88/SF	\$660.00
10. Lighting - wall mounted incandescent	(10)	\$150 ea.	\$1500.00
11. New sign w/ backlit letters	(1)	\$1000	\$1000.00
12. Disposal of debris / dumpster / dump fee- 4 weeks / 5 cubic yards			\$1350.00
SUBTOTAL			\$15,240.25
10% CONTINGENCY			\$1,524.00
TOTAL			\$16,764.25



SURPRISE STORE; 10722 WASHINGTON BOULEVARD
 (premium version)



<u>Work / Fabrication Item</u>	<u>Quantity</u>	<u>Unit Cost</u>	<u>Cost</u>
1. Remove old sign	(1)	estimate	\$500.00
2. Remove all corrugated top of bldg.	750 SF	\$0.70/SF	\$525.00
3. Remove rest of existing facade	750 SF	\$1.57/SF	\$1177.50
4. Roofing repair	75 LF	\$6.72/LF	\$504.00
5. Roof / parapet flashing	75 LF	\$9.85/LF	\$738.75
6. New electrical @ facade	900 SF	\$0.50/SF	\$450.00
7. Replace top of bldg. w/stucco	860 SF	\$8.20/SF	\$7052.00
8. New stucco soffit	80 SF	\$9.75/SF	\$780.00
9. New storefront facade - alum. / glass	(3)@120SF	\$19.50/SF	\$7020.00
10. Doors - alum. / glass 3'x7'	(3)	\$2225 ea.	\$6675.00
11. Repaint building (primer + 2 coats)	1500 SF	\$0.88/SF	\$1320.00
12. Steel / neon 'beacon' detail	(1)	estimate	\$1250.00
13. Steel & neon facade detail	(3)	\$150 ea.	\$450.00
14. Sign - restore existing "S"	(1)	estimate	\$275.00
15. Sign - new 'exclamation point'	(1)	estimate	\$200.00
16. Sign - new 24" individual letters	(1)	\$1500.00	\$1500.00
17. Lighting - custom wall mounted incand.	(2)	\$200 ea.	\$400.00
18. Lighting - recessed soffit downlight	(2)	\$117 ea.	\$234.00
19. Disposal of debris / dumpster / dump fee- 4 weeks / 5 cubic yards			\$1350.00
SUBTOTAL			\$32,401.25
10% CONTINGENCY			\$3242.00
TOTAL			\$34,641.25



notes

U.C. BERKELEY LIBRARIES



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